

45th YEAR

AMERICAN ROOFER & SIDING CONTRACTOR



September, 1955

In This Issue:

*What Makes Good Asphalt Roofing?
How To Handle Pitch*



How any good roofer can make more money



This Window or Door Sign is supplied free to all roofers qualifying as authorized contractors.



BARRETT DIVISION AR-9
40 Rector Street, New York 6, N. Y.

Gentlemen: Please send me—without cost or obligation—full information about how I can become a Barrett Authorized Shingle & Siding Contractor.

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Address _____
City _____ State _____

"Smartest thing I ever did!" So says Mr. David Selkowitz of the Easton Roofing Co., Easton, Maryland, when asked how he felt about being a Barrett Authorized Shingle and Siding Contractor. "The toughest thing now is keeping up with all the new business it's brought me. I get national advertising and plenty of promotional ideas, plus the prestige of the Barrett name. It's a wonderful deal anyway you look at it!"

Here are some of the things that Barrett does for you

1. **You get national advertising** in the country's leading publications plus a sales-getting promotion program.
2. **You get the prestige** of the Barrett name, a leader in roofing for over 100 years.
3. **You sell the finest** roofing materials that money can buy. Barrett customers are satisfied customers—meaning more sales, less maintenance and higher profits for you.

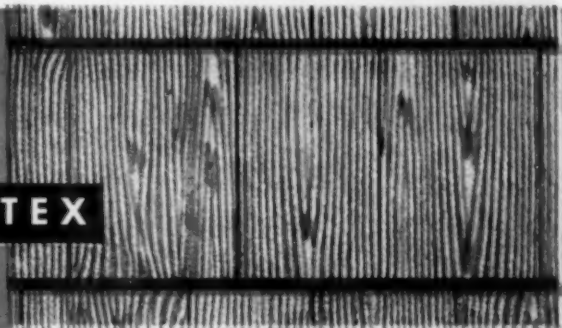
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BARRETT ROOFS

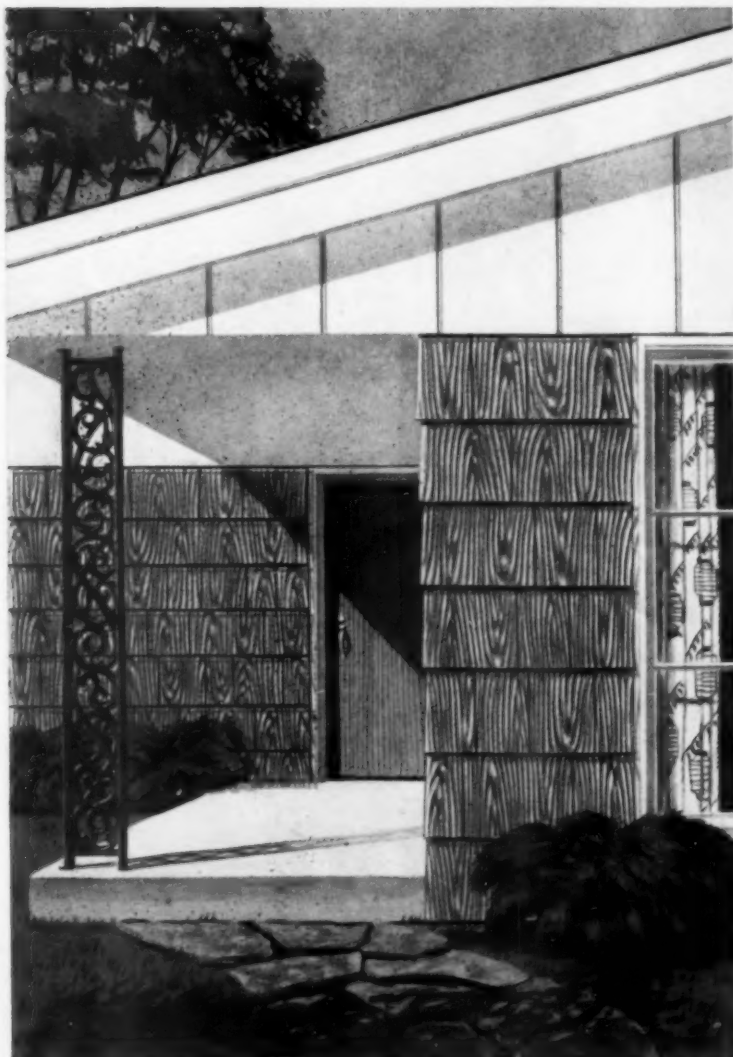
OVER 100 YEARS OF EXPERIENCE

Another answer to today's
demand for color excitement...
another design-triumph in
Insulating Siding...by **CELOTEX**



WOOD GRAIN INSULATING SIDING

with profit-promise features that sell on sight!



Smart—colorful—and brand new . . . with a sales potential that means unusual profit opportunities for you! New Celotex Wood Grain Insulating Siding, in truly realistic wood grain pattern!

Here is distinctive color styling your prospects demand . . . in a natural grain design based on photographs of actual wood grain. Here is unique two-tone color effect that goes beautifully with any home, gives an appearance of rich depth and character.

Your customers will be eager to know the many advantages of Celotex Wood Grain Insulating Siding: Its ruggedness and durability that mean savings in heating, painting, and repairs; savings that continue as long as the life of the building. Its snug-fitting panels that make tight, windproof joints for an unbroken wall. Add to these plus values the new color-and-design excitement of Celotex Wood Grain Insulating Siding . . . for prospect-desired siding destined to be one of the best profit-makers you've had in years!

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Sales come easier . . .
when you feature genuine

CELOTEX

REG. U. S. PAT. OFF.
INSULATING SIDING
THE CELOTEX CORPORATION

120 S. LaSalle Street, Chicago 3, Illinois

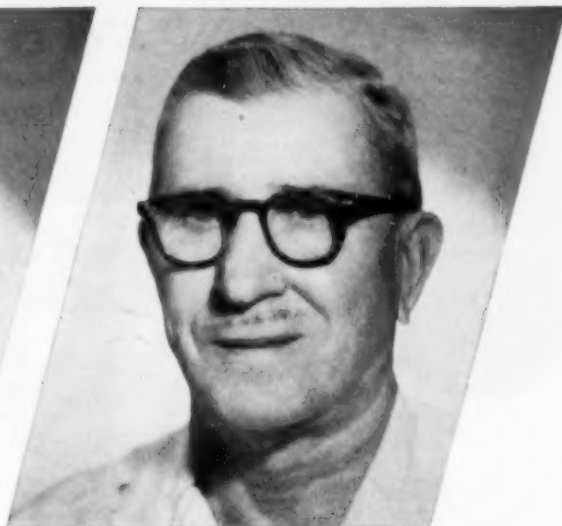
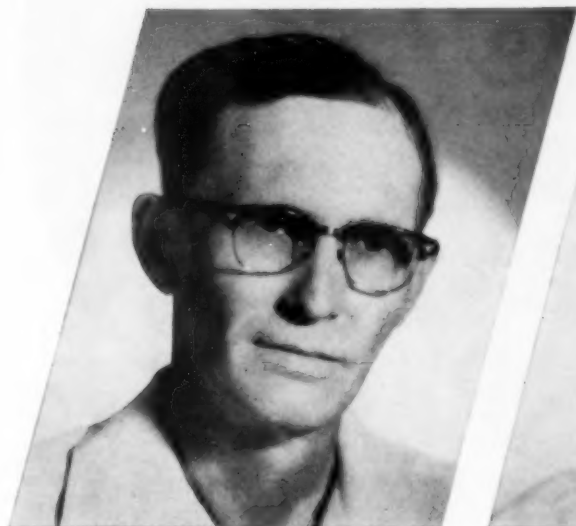
"...best sales aid in



**AMAZING NEW
GOLD BOND
PITCH BOOK !**

the Siding Industry"

say **C. J. COLLIER** (left) and **B. C. ONSTOTT** (right), co-owners of Pioneer Home Improvement Company, Dallas, Texas.



"Pitch book sells job on first call"

"When we first saw National Gypsum Company's new Gold Bond Pitch Book on Asbestos Siding," say Mr. Collier and Mr. Onstott, "we knew this was the 'sales closer' we contractors had needed all along.

"We had an appointment set up for the same evening that our Gold Bond salesman showed us the Pitch Book. We borrowed his book for the appointment and *sold the job*.

"Your Pitch Book tells the story of Asbestos better than anyone can put into words.

"We now have a Gold Bond Pitch Book for each of our salesmen, and we are convinced it helps them open more doors and close more sales. This new Pitch Book is by far the best sales aid furnished in the industry."

The Pioneer Home Improvement Company's success with Gold Bond's sales-making Pitch Book is being repeated in roofing and siding companies across the country. See this amazing book for yourself...and visualize how much it can help stimulate new sales for *you*. Call your Gold Bond Representative now...or write National Gypsum Company, Dept. AS-95, Buffalo 2, New York.

NATIONAL GYPSUM COMPANY • BUFFALO 2, NEW YORK

**Build better with
Gold Bond**



**Chroma-Tex
Siding
Shingles**

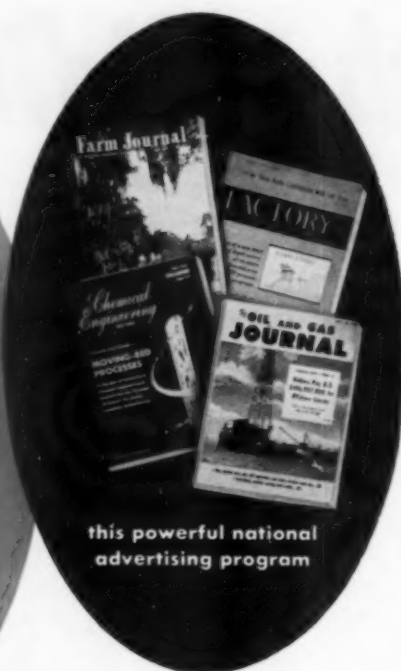


**Wood Grain
Siding
Shingles**



**Dutch Lap
Roofing
Shingles**

... CHROMA-TEX SIDING



3 BIG REASONS why you'll have more Asphalt-Aluminum Roof Paint and Coating jobs this fall



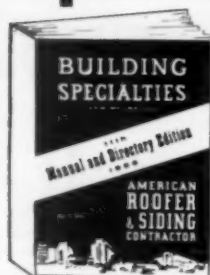
The best product . . . the best promotion—this combination will mean more roof paint and coating jobs for you this fall.

Powerful ads are carrying the Warranty Seal story to your industrial and farm customers and prospects. Yes . . . everybody, everywhere is learning more about the superior long-life, low-cost, one-coat roof protection of Asphalt-Aluminum Roof Paints and Coatings with the well-known Warranty Seal.

You can be sure it will stay on—

last for years on built-up and rustable metal roofs. You won't have to apologize for the job or give excuses later on. It'll help put you in line for the customer's next big job and his recommendations to other prospects.

Insist on Asphalt-Aluminum Roof Coating and Paint with the Warranty Seal. If your present sources can't supply you, write for names of manufacturers. *Reynolds Metals Company, P. O. Box 1800-PQ, Louisville 1, Kentucky.*



NOW 2!

11th MANUAL & DIRECTORY EDITION

(Formerly
ROOFING, SIDING & BUILDING SPECIALTIES MANUAL)
OF BOTH
AMERICAN ROOFER & SIDING CONTRACTOR
and
Building Specialties & Home Improvement Dealer

Two Big, Important Editions—A Full Year's Advertising Impact at the Cost of a Single Insertion.

ROOFING, SIDING & BUILDING SPECIALTIES MANUAL Always did a Terrific Job for Advertisers — Now It Will Do an Even Better One! It's the same type of book as before, but it will have two different covers to tie it in closer with its respective field.

TWO VITAL PROSPEROUS MARKETS

More than 12,500 sales-minded, top quality roofing and siding contractors and building specialty dealers will read the Manual & Directory Edition from cover to cover . . . refer to it many times throughout the year. They are the cream of the subscribers of AMERICAN ROOFER & SIDING CONTRACTOR (45 years old) and of BUILDING SPECIALTIES & Home Improvement Dealer (8 years old). They are the big-volume, progressive, reliable leaders of their field, audited for you by BPA (Business Publications Audit of Circulation, Inc.) and by ABC (Audit Bureau of Circulations).

- ★ **How-To Section** — on every phase of selling, application, sales training, advertising, management.
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- ★ **Complete Buying Guide** — Cross-referenced, greatly expanded, the most complete ever compiled.
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*More Than 12,500 Audited Circulation . . .
A Full Year's Advertising At One Low Cost*

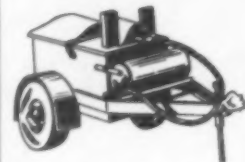
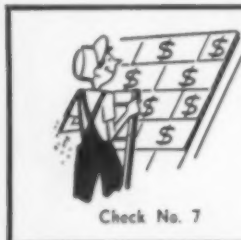
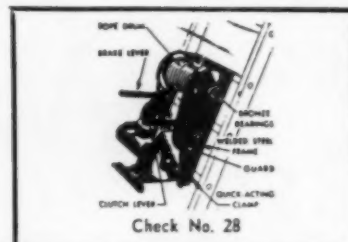
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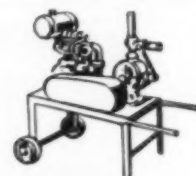
NEW YORK 16, N. Y.

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No Matter What The Product... You NEED Up-To-Date Information



Check the boxes opposite products or services about which you want information. Fill out the coupon. You will receive **FREE** the latest **BOOKLETS**, catalogues, information and details from the manufacturers. Do It **NOW** while you are going over the list, and send to **American Roofer & Siding Contractor, 425 Fourth Avenue, New York 16, N. Y.**



American Roofer & Siding Contractor
425 Fourth Avenue
New York 16, N. Y.

Send me facts on the items checked.

- | | | |
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| <input type="checkbox"/> 86. Aluminum Facing | <input type="checkbox"/> 29. Hot Stuff | <input type="checkbox"/> 83. Pre-Cast Stone Siding |
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| <input type="checkbox"/> 91. Artificial Brick Siding | <input type="checkbox"/> 68. Insulating Siding | <input type="checkbox"/> 51. Roof Pumps |
| <input type="checkbox"/> 4. Asbestos Siding | <input type="checkbox"/> 74. Insulation, Reflective | <input type="checkbox"/> 48. Scaffolding |
| <input type="checkbox"/> 7. Asphalt Siding | <input type="checkbox"/> 34. Kettles and Pumps | <input type="checkbox"/> 49. Scrapers, Roof, Hand & Mechanical |
| <input type="checkbox"/> 10. Brackets, Ladder | <input type="checkbox"/> 36. Knives, Roofing | <input type="checkbox"/> 53. Snow Guards |
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| <input type="checkbox"/> 14. Caulking Compounds and Guns | <input type="checkbox"/> 40. Membrane Fabric | <input type="checkbox"/> 60. Underlayment for Roofing & Siding |
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Other Items _____

September, 1955.....

Name

Firm

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Full-Color Shots
Of Modern
Homes Showing
Insulating Siding
Will Be Seen In
Next Month's Big Issue

Selling Color in NEW Homes
Selling Color in OLD Homes

In The Special
COLOR SECTION

October, 1955 Issue
**AMERICAN ROOFER
&**

Siding Contractor

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SIDING CONTRACTOR**
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NAME

COMPANY

ADDRESS 9-55

PLAN ON PROFITS

WITH A



**LAY BRICK
IN HALF
THE TIME!**

● REAL BRICK IN THE MODERN FORM

A PRESTIGE PRODUCT—we developed Quikbrik to meet the urgent requirements of the building and remodeling trades for a low cost brick veneering . . . Quikbrik is pulverized hard burned face brick with improvers added for greater strength . . . It lifts you out of cut-throat competition . . . Talk Better Quality, Permanence and Everlasting Beauty. It's easier to sell.

GREATER PROFITS . . . Quikbrik has proven dealers make larger profits than possible with tacked on siding or ordinary brick . . . It makes more profit per job with less effort . . . If you have never handled a non-competitive product you'll be amazed at the profit potentials of Quikbrik.

**FOR COMPLETE DEALER INFORMATION FOR YOUR DISTRICT,
PLEASE WRITE DIRECT**

AMERICAN CEMENT PRODUCTS

7306 PURITAN

DETROIT 38, MICHIGAN

140-MILE WIND COULDN'T BLOW THEM OFF!



Ask your J-M representative to show you the motion picture of this dramatic test.

BY ACTUAL TEST

J-M SEAL-O-MATIC ASPHALT SHINGLES

withstood the TERRIFIC BLASTS of an aircraft engine!

New patented Seal-O-Matic® Asphalt Shingles are an exclusive Johns-Manville development. They have the beauty of traditional square-butt shingles, yet they are self-sealing to defy gale winds and rain.

In the severe tests illustrated above, wind and water at 100 miles per hour were driven against a panel of these self-sealing shingles for a solid hour, with frequent gusts up to 140 m.p.h.! This is the equivalent of the full fury of a tropical hurricane. Not a tab was lifted. Not a drop of water seeped through.

Get the whole story about Seal-O-Matic Shingles. Write Johns-Manville, Box 111, New York 16, New York.

HERE'S THE SECRET
that makes J-M Seal-O-Matics
superior to hand-cemented,
locked or stapled
shingles:



- The sun's heat seals the tabs automatically because of this factory-applied strip of petroleum resin cement on the underside of each shingle.
- The entire butt edge is sealed—not just spot-cemented or spot "locked" or stapled.
- Every tab is securely fastened with no cement smears on exposed surface—human error is eliminated.
- No tricky application—no tabs to fit into place—applied in regular way with only 4 nails.

Johns-Manville



ONE of these PERMITE Aluminum Paints is BEST for Your Roof



PERMITE ASPHALT HEAVY-BODIED ALUMINUM

If you need an extra heavy-bodied roofing paint that combines the protective qualities of Aluminum and Asphalt, here's the paint for you!

Permite Asphalt Heavy-Bodied Aluminum roofing paint contains *double* weight pigment that gives *double* protection to roofs . . . whether the surface is asphalt, bituminous, metal or masonry . . . reflects up to 85% of all light and heat rays which are destructive to roofing life. Its year-round insulating qualities cut air-conditioning and heating costs.

Contains 3.9 lbs. of aluminum pigment per gallon of vehicle. Extra resistant to bleeding, browning out, cracking, alligating.

PERMITE "3-A" ROOF COATING

If you need triple protection, here it is! Permite "3-A" combines the three best protective agents known—Aluminum, Asbestos and Asphalt—in one long-wearing, resilient paint. Forms a thick, blanket-like coating over built-up, bituminous, or any other roofing material.

Permite "3-A" yields easily to stress and strain, without chipping or cracking . . . absolutely blocks out moisture . . . stops roof overheating and deadens noise. Keeps interiors cooler in summer, warmer in winter.



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permite
Aluminum Paints

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PERMITE PAINT DIVISION

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Please send me your new bulletins containing complete information about

☐ PERMITE ASPHALT HEAVY-BODIED ALUMINUM ☐ PERMITE 3-A ROOF COATING ☐ BOTH

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____

Nailing It Down

ROOFING and siding contractors are always anxious to learn the facts on current business trends and the outlook for the future. Various organizations in the construction industry, business groups and economists have already prognosticated that the future—at least the next five years—looks good. Typical of these predictions is the one made in a new market study, entitled "Building Is Your Business" just published by Wildrick & Miller, Inc., New York advertising and sales counsellors.

The construction industry has not only become our biggest enterprise . . . "it promises to stay big—and provide a huge market for goods and services for years to come," the survey says.

The authors see plenty of signs of a continued high level of home building—"the pacesetter of the industry." They report that "estimates vary, but most agree that through 1960 there will be a market for at least 1 million homes per year, despite the current drop in family formation and possible tightening of mortgage money."

The study points out that though the marriage rate has dropped in recent years, the number of births has climbed steadily, setting a record of over 4 million last year. "This indicates families are getting larger. They'll need larger houses." And because there has been such a big increase in the size of the middle income group (45% bigger since World War II), many more people can afford larger houses.

"After 1960, housing demand will receive new impetus as the big baby crop of the years following World War II reaches marriageable age," they say.

Other reasons noted in the study for a housing demand include:

"Approximately 7 million homes are now in sub-standard condition and they will increase to over 9 million by 1960."

"Increasing acceptance of contemporary design ideas will speed up the obsolescence of older houses, increase demand for new ones. And new construction techniques, presaged by the current boom in prefabricated home sales (75,000 in 1954), will augment this trend."

"There's also every indication that the constant migration of a large part of the U. S. population will continue—about 1/5 of the population moves to a new location

(Continued on Page 36)

45th Year

Devoted to

- ★ Roofing
- ★ Siding
- ★ Insulating
- ★ Waterproofing

AMERICAN ROOFER & SIDING CONTRACTOR

Vol. 45

SEPTEMBER, 1955

No. 9

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the new Aeroil FELTLAYER OUT-PERFORMS all other makes!



Put through its paces on rooftop after rooftop, the new Aeroil Feltdlayer operated faster, smoother, more efficiently than previous Aeroil models and competitive models.

Now you can take advantage of these important new time, work and money saving developments:

- **PROPER WEIGHT DISTRIBUTION**
Ends bouncing and yawing.
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Lays felt uniformly.
- **TRICYCLE MOUNTING ON PNEUMATIC TIRES**
Insures effortless maneuverability.
- **STURDY VALVE LIFTER BAR**
Easy one hand movement raises valves and lowers mop.
- **SPACER PLATE**
Keeps felt roll aligned for straight line felt laying.
- **COTTON MOP PRECISELY PLACED FOR MAXIMUM SWEEPING ACTION**
- **EASY-THREAD ROLLER POSITIONS**
- **LARGE, CONVENIENTLY LOCATED LIFTING RINGS**
- **LIGHTWEIGHT . . . ONLY 155 LBS.**
- **LARGE CAPACITY TANK — 23 GALS.**

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Branch Offices: Los Angeles and Chicago

"Quality Guaranteed Products Since 1917"

Melting Kettles • Melting Furnaces and Compound Pots • Tool Trailers • Torches and Burners • Concrete, Tool, Space and Water Heaters • Coating, Cleaning, Finishing Hot Dip Tanks • Roofers and Pavers Accessories



THREE MORE New AEROIL PRODUCTS!

NEW HOISTING BUCKET

More than triples time and work savings over smaller buckets! Capacity: 30 gals.



NEW HOT LUGGER

Convenient, practical way to transfer hot liquid from roof stand or from hoisting bucket to felt-layer!



NEW ROOFERS CART

Sturdy, lightweight, carries up to 500 lbs.! Accommodates 10 rolls of felt or eight 5-gal. buckets or six 8-gal. buckets.

PLUS: Asphalt, Tar, Pitch Melting Kettles • Gravel Spreaders • Mapping Carts • Pouring Pots and Buckets • Roofers Pumps • Power and Manual Hoists • Hoist Beams • and a full line of other roofers accessories.

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Please send me your literature on:

- ☐ NEW Feltdlayer ☐ NEW Hoisting Bucket
☐ NEW Roofers Cart ☐ NEW Hot Lugger
☐ Other: (_____)

Name _____ Title _____

Company _____

Address _____

City _____ State _____



AS THE STONE AGE COMES *W H F* WITH

GLENSTONE

The solid individual stone facing.

It's live steam cured!

It's pre-cast and live steam cured . . . up to 20" long. Has rugged rock-hewn texture that holds its natural coloration for life. In Crab Orchard, Sandstone, Fieldstone, and other natural colors.

Sells on sight!

Applies without skilled labor!

Big unit sales!

FHA Accepted item.

SPECIAL TO GLENSTONE DEALERS

We show you how to set up your sales staff — sell in one week! We train your applicators — apply within 2 weeks! We plan your promotion and advertising. Get qualified leads galore! Ends results . . . Bonanza in 3 weeks.



Sales happy Glenstone dealers are watching an amazing phenomenon as Glenstone blasts open a big new money-making market in home improvement.

BIG CONSUMER ACCEPTANCE — And there's good reason, too. Because Glenstone provides powerful sales ammunition to fill so many customer needs and demands. It not only beautifies and protects a home forever, but also insulates against summer heat and winter chill . . . and in addition, ends all upkeep expense of painting, siding and shingling for all time. Valuable customer selling points . . . big big reasons for quick and easy Glenstone sales.

EASY TO APPLY. NO EXPERIENCE NEEDED!

Because Glenstone is delivered to the job pre-cut and pre-cast, it applies without skilled labor. Just about any dealer can handle every Glenstone job with ease . . . and without previous stone experience. Comparable in cost to ordinary shingles.

EASY TO SELL. GLENSTONE BACKS YOU UP WITH ADVERTISING AND PROMOTION—

Powerhouse Glenstone Advertising in local newspapers, TV stations, radio and in national consumer magazines helps pay off for you in comfortable profits . . . drives customers your way. So what are you waiting for? Get all the details and the complete profit story now. Still a few protected franchise territories open. Either phone or fill out and mail the coupon below. Do it today!

Universal Stone Corp.
6 Brooklyn Ave.
Freeport, L. I., N. Y.

Please send me full information and details on Glenstone exclusive protected franchise.

Name

Company Name

Address

City State

AR-55

**UNIVERSAL
STONE CORP.**

6 Brooklyn Ave.
Freeport, L. I., N. Y.
FR-8000 9-4546

AMERICAN ROOFER & SIDING CONTRACTOR

September

1955

Roofers must act now to halt penalties on voided tax benefits

ROOFING and siding contractors who took advantage of Sections 452 and 462 last year will need to take immediate action on the provisions of the repeal of these sections. As you know, these two sections of the 1954 Internal Revenue Code provided an opportunity for extra deductions through the establishment of expense reserves and prepaid income accounts. Now that these two sections have been repealed, prompt action is necessary to avoid extra interest and penalty payments.

These two sections were designed originally to help bring tax accounting procedures more nearly into line with standard business accounting practices. Section 452 covered the handling of prepaid income and section 462 dealt with reserves for estimated expenses.

Handling Prepaid Income

Under the provisions of Section 452, a roofing and siding contractor was permitted to calculate his taxable income on his actual income. Prepaid income (money received before it was earned) was handled through a reserve and counted in the year when it was earned. Section 462 gave a contractor

By **JACK E. BEDFORD**

an opportunity to set up a reserve for estimated expenses that would be paid in a later tax year, but which were necessary for the income reported in the current year.

Both of these tax savings opportunities have now been repealed by Public Law 74.

Roofing and siding contractors who reported taxes on an accrual basis and who took advantage of the tax saving

provisions of sections 452 and 462 last year are covered by the Act repealing these sections. On the other hand, contractors who continued with the cash reporting basis are not affected by the repeal of these sections of the 1954 Internal Revenue Code.

Here are the specific requirements of the repeal of Sections 452 and 462 and the procedure for handling the adjustment to save money and to avoid future penalties:

Effective Date

Public Law 74 sets up the effective date for the Act as follows: "The amendments made by this Act shall apply with respect to taxable years beginning after December 31, 1953, and ending after August 16, 1954." This was the same time covered by the sections in the 1954 Code so it automatically eliminates these sections. The repeal applies retroactively or as if the sections were not included in the 1954 Code.

Filing of Statement

Roofing and siding contractors (reporting on an accrual basis) must file

(Continued on Page 50)

Photo of The Month

This month's cover photo shows a typical finished installation of pre-cast stone siding, made by Universal Stone Corp. and applied by its subsidiary, Glenstone of Long Island.

The house shown belongs to Mr. & Mrs. Kenneth Sleeman and is located at 37 West 4th St., Freeport, N. Y. Approximately 500 square feet of stone siding was applied to the front and both sides of this five-year-old wood frame house. It took exactly five working days to do the entire job including application of felt, lathe, concrete bond coat, stoning, joining and clean-up work. The owners were extremely pleased with the results achieved by using pre-cast stone siding.

Handling pitch is tough: how to make it easier

Speaking straight from experience, Mr. Stanley here presents some tips on a perennially tough problem for his fellow contractors. He is a member of the Carolinas Roofing and Sheet Metal Contractors Association. This article originally appeared in "The Carolinas Roofer."

THE handling of pitch has grown to be a major enterprise for Gate City Roofing Co., Inc. Since our business is based on roofing pitch it has become necessary to handle it as efficiently as possible and it is not a material that lends itself to efficient handling for these reasons:

1. The source of supply is located a good distance away.
2. The material is bulky. A 550 pound drum is the most common package. Manpower can not easily handle 550 pound drums. The drum itself is of light gauge metal construction.
3. Pitch itself is a solid in winter, a liquid in summer, imposing two different sets of storage conditions.

The distance between the source of supply and our operation is, of course, solved by ordering as far in advance as possible and trying to keep the factory advised of our schedule. Even with the huge spring and summer demand we are rarely held up.

Power Equipment Helps

A bulky material requires time and thought to handle and power equipment helps to make the job less burdensome. The unloading platform is so set up that pitch drums can be rolled in, utilizing gravity. The same platform is accessible to a fork lift truck for quickly putting material on the job truck. Should the pitch go straight to the job from the factory the drums are checked to see that they are standing on end.

Even on a day of moderate temperature the pitch will flow if the sun is shining and every pound of pitch lost is a financial loss. A turned-over drum can easily lose half its contents on a warm day and pitch out of the drum is

By JOHN S. STANLEY
Gate City Roofing Co.
Greensboro, N. C.

virtually impossible to recover. Costing between two and three cents a pound, plus the work of cleaning it up, it runs into considerable money in a year.

If the pitch is to be stored in the open, the drums must be checked. The

light gauged metal is easily punctured. Fork lift trucks put gashes in the metal from which the pitch will flow, making the job site unsightly. The damaged drums, of course, should be used first.

Now for the heating! Pitch to do the job on the roof you want it to do, must be heated properly. That means a clean kettle and, if pumping the pitch to the roof, it means clean lines. It has

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HOW TO FLASH BUILT-UP ROOFS

Roof flashings are used to waterproof the vulnerable parts of a roof. These flashings prevent moisture from entering a structure at critical angles

which the roof forms with vertical surfaces, changes of pitch and such roof projections as parapet walls, fire walls, superstructures, chimneys, ventilators, drains, aerials, skylights and tie rods.

The importance of good roof flashings cannot be overemphasized — the value of a good roof installation can be destroyed by inadequate or poorly installed flashings.

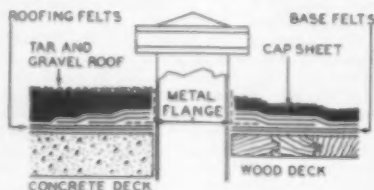
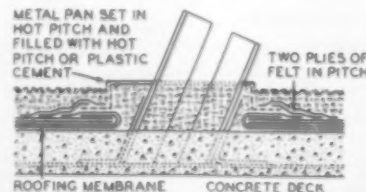
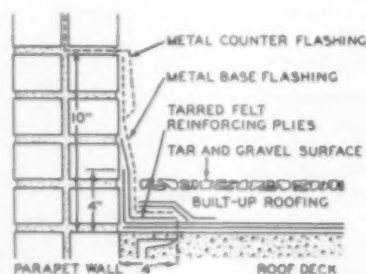
Many materials are used for roof flashings — various sheet metals, asphalt-saturated flashing felts, asphalt plastic cements, fiber glass roofing membranes and special materials. These can be installed in various systems of flashing construction.

Engineers Must Analyze

The many factors involved in specifying flashings require analysis and evaluation by a qualified roofing engineer. Since flashings protect roof weak points, they must have greater structural strength than the roof surface. They must be flexible so that roof movement does not dislodge them. They must be fastened securely so that disintegration does not produce separation of flashings from walls.

Other factors affecting selection include: (1) expansion and contraction of flashing and structure, (2) corrosion of metal flashings, (3) roof traffic,

(Continued on Page 38)



A cross-section of three different types of flashings and the materials used in applying them are shown in the drawings above.

Here mechanic finishes trowelling on bitustatic cement before laying in open mesh jute which will give needed tensile strength to the finished roof.



Roofer who showed owner folly of making minor repairs wins major job

WHEN owner Robert Halpern called in roofing contractor Milton Tieger to repair the roof of one of his apartment buildings, a 70 family, six story building, he presumed that this would be just another ordinary repair job—minor, but necessary to maintain good condition. Tieger examined the roof carefully, and what he saw determined him to tell Halpern the truth—the repair job he wanted would be just thrown out money.

Why?

The roof was of conventional felt

Photos & Data Courtesy Chase Bag Company

construction which had developed a few dried out patches. This was all that was apparent to the building owner. But what roofer Tieger, saw was a condition which would not be remedied by a simple repair job! A year earlier the parapet walls had been "waterproofed," using 15¢ felt applied with a low quality roof coating. This coating started to run, causing the felt to sag, and by its own weight, pull away from the wall. Cracks quickly developed and

the infiltration of water began to rot the waterproofing structure and seriously loosen the masonry wall itself.

Owner Halpern had wanted the roof patched, waterproofed, and sealed. Contractor Tieger (shown demonstrating in the pictures on this page), showed the owner the condition of the wall, the decayed spots under the roof, and the bad shape of the rest of the building. In saying that it would be wasteful to repair the roof in its condition, Tieger risked losing a lucrative contract. But his candor paid off. Mr.

(Continued on Page 46)



Roofer Tieger shows owner Halpern how easily the felts pull off his parapet wall, and how badly the roof has been damaged by the fact that the coating has run.



With a larger section of felts pulled away Mr. Tieger shows just what will have to be done in re-pointing and completely new roofing of higher tensile strength in order to prevent the condition from recurring.

What makes good asphalt roofing?

At the behest of AMERICAN ROOFER & SIDING CONTRACTOR, the Asphalt Roofing Industry Bureau has provided the article which follows. It details much of the background that makes asphalt roofing such a popular and easy product to sell and apply today.

SHIPMENTS of asphalt roofing hit a new all-time peak in 1954. A total of 87,178,048 squares of asphalt roofing was shipped to dealers throughout the United States.



How big is 87,000,000 squares? Enough to roof a building almost a mile wide and 300 miles long! More than enough to roof 6,000,000 homes! Big figures . . . but look at the recent past to see how big last year's shipments really were.

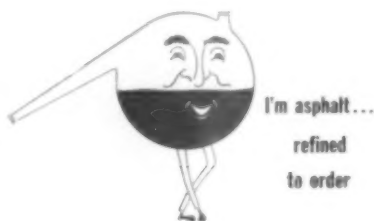
Look back to 1940 — just fifteen years ago. In that year, dealers sold slightly more than 44,000,000 squares of asphalt roofing. And manufacturers and dealers thought 1940 was a big year. It was, but since then, the asphalt roofing business really has been jumping. Sales bolted to 60,000,000 squares in 1945 . . . and to almost 87,000,000 squares in 1950. The asphalt roofing business doubled in ten years.

Since 1950, shipments of asphalt roofing have stabilized near this peak, totalling nearly 417,000,000 squares, and averaging more than 83,000,000 squares for the five-year period of 1950-1954.

What about the future? Can dealers expect asphalt roofing sales to continue at or near present record levels, or can sales climb still higher?

Alert salesmanship plus aggressive promotion is a large part of the answer to this question, and as familiarity with a product and its advantages is a fundamental of good salesmanship, what is there about asphalt roofing that has made it so popular with consumers? Colorful beauty, fire resistance, versatility, and economy are attributes of asphalt roofing with which dealers are generally familiar; however, there is many an interesting story to tell consumers based upon hidden values built into asphalt roofing as it is manufactured today.

The automobile of a quarter-century ago was a good car in its day, but is a far cry from today's automobile in

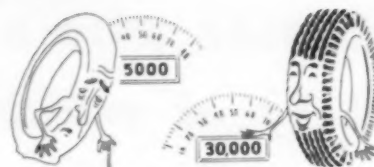


appearance, comfort, safety, and performance. The improvements in asphalt roofing are not as easy to see, but the manufacturing methods and the raw materials used in making roofing twenty-five years ago wouldn't do today. In these years, millions of dollars have been spent finding out how to make a better product — to improve manufacturing methods — to build new plants and equipment — to supply dealers and consumers with roofing of higher quality to sell at attractive prices — to advertise and publicize roofing to consumers.

How is good asphalt roofing made?

Manufacturing Is Scientifically Controlled

Manufacturing of asphalt roofing is a continuous and a scientifically controlled operation. Felt is fed into one end of a machine, and comes out the other, just a few minutes later, in the



Tires last longer

form of either roll roofing or shingles.

First, the felt is thoroughly soaked in a hot asphalt called the "saturant." Then, the saturated felt is covered with a heavier, tougher, thicker asphalt called the "coating." The mineral granules which give asphalt roofing its beautiful solid and blended colors are then pressed into the surface of the heavy coating asphalt. The roofing now is ready for cutting and packaging for shipment.

Good Roofing Starts With Good Felt

Asphalt roofing starts with a good felt base — and felt above everything else must be thirsty — so thirsty it will drink almost its own weight in asphalt saturant. Beyond this, the base



I'm free-flowing
asphalt saturant...
man's best waterproofer

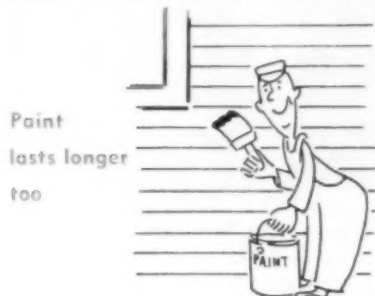
felt needs to be strong enough and pliable enough so that it can be fed through a roofing machine without breaking or without damage to the fibers, and strong enough so the felt won't break and tear when the roofing is being applied to a roof.

As long as felt has these qualities, it doesn't make too much difference what the felt is made of. As a matter of fact, the raw materials used in making felt are pretty much the same everywhere. They consist of organic

fibers, largely wood, paper, and rag fibers. These are used in varying quantities or proportions.

But if the kinds and proportions of fibers used in felt don't make much difference, what does make a difference is the way the felt is manufactured. Eight years of exhaustive testing show that preparation of the materials used in the felt and the formation of the felt are far more important than the kind or proportions of paper, rag, or new wood fibers used in making roofing felt.

As long ago as 1936, following ten years of testing, the National Bureau of Standards published "A Study of the Weathering Quality of Roofing felts made from Various Fibers" (Research Paper R.P. 888 Journal of Research of the National Bureau of Standards, May, 1936). The study



said in part, "There was no significant difference in the resistance to weathering of asphalt roofing which may be attributed to the kind of fibers or combination of fibers employed in the dry felt."

Man's Best Waterproofer

Asphalt is the best waterproofing agent known to man. It has been used for more than five thousand years. It waterproofed Noah's Ark. It embalmed the Egyptian kings.



Coating Asphalt Armor

Asphalt also is a good adhesive. It is the binder in macadam roads that

stand up for years under heavy traffic.

Asphalt comes from petroleum, and is made from petroleum by oil companies according to exacting specifications of roofing manufacturers. There

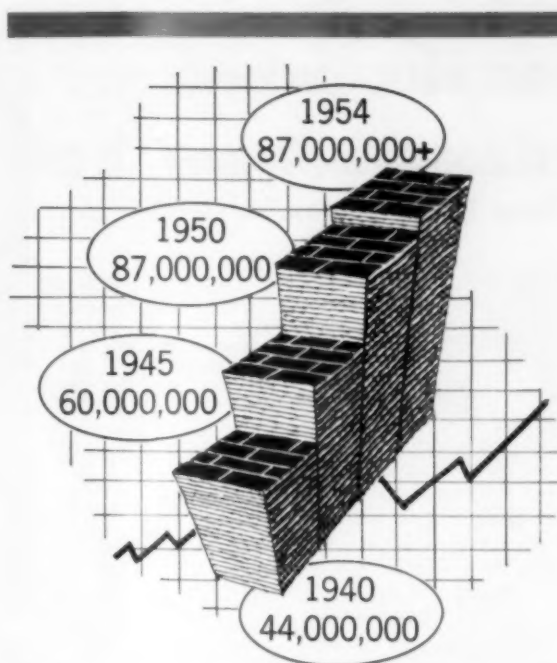
I'm a better roof because

I'm fortified



are still some asphalt lakes, but natural asphalt isn't used today in making asphalt roofing. Man-made asphalt is better.

Research has revealed a great deal about asphalt in the last twenty-five years, and the types that are best to use in roofing. Techniques used in refining asphalt likewise reflect scientific progress, and it's surprising the number of changes refining can make. For example, refining can make asphalt hard or soft — pliable or brittle — thick or thin. It can take out the light oils or leave most of them in the asphalt. Or asphalt can be refined so it will melt at a relatively low or at a much higher temperature. The important thing to remember is this — a roofing manufacturer can select the best asphalts available to him at his manufacturing

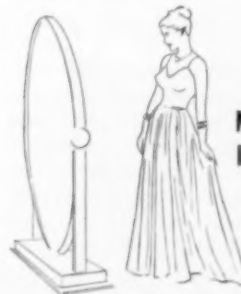


Shipments of asphalt roofing have just about doubled since 1940. The graph shows the steady rise in use.

plant and refine them to standards that will make roofing of uniformly good quality.

Asphalt Saturant Is Free-Flowing

Good felt drinks almost twice its weight in asphalt saturant. It is the saturant's job to protect the base felt by preventing moisture from getting



M-m-m, what a luscious color!

into the felt and damaging fibers. Felt completely waterproofed with saturant will provide many years of life.

If the saturant is too thick or too heavy, it can't flood every pore and fiber in the felt; so the saturant must be "free-flowing." There is a difference in asphalt saturants, too, dependent upon the kind of roofing being made. Roll roofing needs softer saturants — so the roofing can be rolled

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AT THE GEORGIA CONVENTION:

"Better Insulation Expected Under New FHA Specs."

Homeowners, the insulation industry and roofing and siding contractors generally can look forward to improvement of standards in house insulation if the FHA's new revision of Minimum Property Specification No. 49 is properly enforced through inspection. So declared R. Foster Walton, Promotional Products District Director of Johns-Manville Sales Corporation, at the annual convention in June of the Roofing and Sheet Metal Contractors Association of Georgia, in the General Oglethorpe Hotel, Savannah.

As reported in the August issue of **AMERICAN ROOFER & SIDING CONTRACTOR**, John Ennis, President of the National Roofing Contractors Association, was the keynote speaker. He urged roofers to adopt modern methods of operation. Since publication of the August issue, additional material and the photos on this page arrived from the convention.

FHA Ends Poor Work

Walton explained that the FHA revised specification could end poor insulation jobs and such "trick designations" as service blanket, wall thick, twin insulation, and double thin. It requires the manufacturer to label the thickness in inches with the maximum variations allowable. In the case of fill insulation in ceilings, the builder must sign a card and attach it in a prominent place in the attic, stipulating: Thickness in inches, that density is enough to maintain at least 90% of stated thickness, the name of the manufacturer, and the date installed.

Walton also asserted that proper insulation is essential to smooth functioning of heating and air conditioning. He cited studies made by the Engineering Research School at the University of Illinois, showing that sizable savings can be made in original costs and fuel bills if insulation is installed. The six-

Above: roofers and their wives and children gathered for the big annual dinner as the Georgia roofers convention drew to a close.



Right: new officers of the Association for the 1955-'56 term include, front row, from left: Jas. H. Welch, Pres.; B. L. Noblitt, Exec. Sec.; Leroy Still, Past Pres. Rear Row: W. M. Jones, Sr., Treas.; Laney D. Herndon, Vice-Pres.



ton air conditioning unit which is required in the absence of insulation, can be reduced in a two-ton unit with in-

sulation. But, he added, this will hold true only when insulation is installed

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Contest To Stir Public Relations Activity Set Up Among Local Groups By NERSICA

A nation-wide competition designed to stimulate public relations activity among its local groups was announced recently by NERSICA, Inc., the trade association which represents the home improvement contractors of the United States.

Lee R. Verchereau, Schenectady, Chairman of the association's Public Relations Committee, said that insofar as can be determined, the contest is the first in trade association history to focus directly on public relations effort of local groups. Purpose of the activity, he said, is to stimulate initiative and recognize performance among members working in community relations.

Pointing specifically to the National Home Improvement Month observance sponsored for the first time last March, Verchereau added that the public relations program has succeeded in making public and industry groups aware of NERSICA's role in encouraging honest service in home improvements.

Judges in the contest will be Robert L. Bliss, Executive Vice President of the Public Relations Society of America; Cameron Day, Associate News Editor of Printers' Ink, and Weston Smith, Executive Vice President of Financial World.

Action at the local level in curbing the menace of "bait advertising" through cooperation with Better Business Bureaus and law enforcement authorities is one of the chief elements of the contest, which continue through February 1, 1956, immediately prior to the association's annual convention-exposition at Atlantic City, N. J. Other qualifying elements are participation in community activities, including home exhibitions and improvement programs of various kinds, relations with printed and broadcast media, and educational talks before social and civic groups.

Prizes will be awarded in two classifications; one, to a local group that employs a secretary, and one to a group

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Price rat-race avoided by firm with faith in good workmanship

By PHIL LANCE

John J. Gallagher, manager of Seal-Tite, shows pictures of successful jobs done by the firm to a customer. He finds these case-history photos a top sales aid.



COMPETITIVE pricing has been practically eliminated by the Seal-Tite Co. of Camden, N. J., because of the confidence that this organization has developed in its salesmen, materials and workmanship. As a result, customers sign up for a new roofing or siding job without the usual waiting period of checking "other contractors" first.

"It is very important that a roofing and siding contractor build up confidence in his firm," points out John J. Gallagher, manager, "because this leads to a better sales reaction by customers. Once confidence has been instilled, customers don't question the prices, workmanship or materials used by the contractor in doing their job. This helps the contractor increase his work volume without the usual loss of time between the initial customer contact and the time that a new roof is installed."

Better than 95% of all the work handled by the Seal-Tite Roofing and Siding Co., is residential. Once a contractor concentrates on this field, it has a chain reaction and makes the next job more easy to get. Customer recommendation is very important and

word-of-mouth advertising goes a long way in establishing the reliability of a contractor.

In the 10 years that this contracting firm has been in business, they have still to get their first customer complaint. And many customers have come back for other jobs.

Keeps Name Out Front

Gallagher is a great believer in keeping his firm name out front. Although he has a crew of salesmen, who follow up leads and make their own contacts, he is constantly getting calls from customers who heard of Seal-Tite from one of several sources. As he puts it, "we can never tell exactly from what source a customer got our name, but the fact that they called us to get an estimate of a job is enough to satisfy us that keeping our name before the public is very important. And we intend to continue doing just that."

Seal-Tite is a consistent newspaper advertiser. An unusual type of advertising that they do has brought them a lot of comment and prospective leads. Whenever they are contracted to do a major roofing or siding job, they run

an ad in the local paper that carries a picture of the building that they are going to work on. This ad tells the reader to keep his eye on this building, because Seal-Tite has been contracted to work on it. After the job is done, a follow-up ad features the same building and tells the reader that Seal-Tite has already completed its roofing or siding modernization work on it.

"Usually these ads feature well known institutions, such as hotels, banks, hospitals or other institutions," says Gallagher, "and the idea behind them is to get the prospect to think that if Seal-Tite is good enough to do the roofing or siding on these buildings, then they are certainly good to do our work. And these are the exact words that we have heard from our customers!"

Seal-Tite's fleet of 12 trucks are well maintained at all times because Gallagher considers them traveling billboards. All mechanics are uniformed and are under specific orders to leave every home and job as neatly as possible. This contractor doesn't want any of his customers to have to 'clean up'

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Koppers Tar Products Names Weidlein to New Post

R. B. Weidlein, formerly Training Supervisor in the Industrial Relations Section of the Tar Products Division, Koppers Company, Inc., has been appointed Administrative Assistant in the Division's Sales Department, it was announced recently by R. R. Holmes, Vice President and General Manager of the Division.

Mr. Weidlein joined Koppers in 1949, and had been Personnel Manager at the Follansbee (W. Va.) plant before he became Training Supervisor. V. J. Markey, formerly Wage and Salary Administrator, will replace Mr. Weidlein as Training Supervisor. C. A. Dunlap, formerly Personnel Administrator, will fill the position left vacant by Mr. Markey. J. H. Farren, formerly Personnel Manager of the Follansbee plant, has been appointed Personnel Administrator.

Certain-teed to Acquire Gold Seal Asphalt Roofing Co.

Certain-teed Products Corporation, building material manufacturer of Ardmore, Pennsylvania, has announced that it has agreements with the holders of 98% of the stock of Gold Seal Asphalt Roofing Co. to purchase their stock for cash.

Gold Seal and its subsidiary, The Brikulite Co., manufactures asphalt roofing and insulating siding products at its plant in Chicago Heights, Illinois. Gold Seal began operations in 1939. No changes are planned in Gold Seal's sales policies or personnel.

Reynolds Metals Co. Plans Aluminum Expansion Program

Reynolds Metals Company plans to increase its primary aluminum producing capacity to 1.1 billion pounds, Richard S. Reynolds, Jr., president, announced recently.

The bulk of the expenditures for new facilities, about \$200,000,000 out of a total of \$230,000,000, will be devoted to the 270 million pound expansion of primary producing and related facilities, including new bauxite mines in Haiti and Jamaica, and a giant coal-burning power plant. The remaining \$30,000,000 will be used principally for the modernization and enlargement of present plants.

Additions to present plants, providing 70 million pounds of new primary capacity are scheduled for completion in 1956.

The principal feature of the company's expansion program is a proposed new 200,000,000 pound primary production plant in the Ohio River Valley, Mr. Reynolds pointed

out, to cost \$168,500,000 including related bauxite, power and alumina facilities.

Meanwhile, it was also announced that Charles Walte, Jr., director of Reynolds Farm Institute, has been appointed a member of the Agricultural Department Committee of the Chamber of Commerce of the United States.

Ruberoid Ups Lang and Hall To Top Sales Posts; Appoints Murphy Southwest Mgr.

E. J. O'Leary, sales vice president of The Ruberoid Co., has announced the appointment of John Lang of Wilton, Conn., as general sales manager of the company. At present, Lang is assistant general sales manager.



Appointed to new positions at Ruberoid, are, from left above: John Lang, Gen. Sales Mgr.; James C. Murphy, Dist. Sales Mgr., Dallas, Tex.; and Joseph G. Hall, Asst. Gen. Sales Mgr.

At the same time, O'Leary announced that Joseph G. Hall, manager of the company's southwest sales district in Dallas, Texas, will become assistant general sales manager. Both men will make their headquarters in New York City. James C. Murphy, Bellaire, Texas, will replace Hall as district sales manager.

Ferro Building Prods. Div. Names Hutt Vice-President

The appointment of Glenn A. Hutt as Vice-President, Building Products Division, was announced recently by R. A. Weaver, Board Chairman of Ferro Corporation, Cleveland, Ohio.

Mr. Hutt, a twenty-two year veteran with Ferro, most recently served as Vice-President of Advertising and Market Research. He is also President of Porcelain Enamel Institute.

Wilson-Marsh Co. Named Rep. for Quaker State Metals

Wilson-Marsh Metal Company has been appointed representative for mill products by Quaker State Metals Co., it was announced by A. H. Charlton, Vice President and Sales Manager.

Wilson-Marsh will handle Quaker State

aluminum sheet and coil in the entire metropolitan New York area, as well as northern New Jersey and Fairfield County, Conn.

Johns-Manville Names Dennison Manager Of Sales Engineering

Appointment of E. Allen Dennison as Manager for Sales Engineering has been announced by E. K. Clark, Vice President and Merchandise Manager of the Johns-Manville Building Products Division.

Mr. Dennison succeeds W. Stanley Miles, who retires after a career of more than 41 years with the company. Prior to joining Johns-Manville in 1951 as Staff Architect for the Building Products Division, Dennison had been associated with Carson and Lundin; and Eldredge Snyder, Architects.

Asphalt Institute Creates Fellowship at Maryland Univ.

Moving to ease the alarming shortage of young graduate civil engineers, the Asphalt Institute has created the first Bernard E. Gray Fellowship in asphalt technology at its host school, the University of Maryland. Formal approval of the study grant was given by the Institute's board of directors meeting June 22-23 at Colorado Springs, Colo.

Institute president J. E. Buchanan said the fellowship is expected to be the first of several to be established at qualified engineering schools throughout the nation. The Gray Fellowship is named for the immediate past president of the Institute.

National Gypsum Promotes Hildinger and Cerruti

National Gypsum Company, Buffalo, N. Y., has announced the promotions of Wade W. Hildinger and Melvin F. Cerruti to the posts of director of general sales and general sales manager, respectively.

Melvin H. Baker, chairman of the board, disclosed the changes. Hildinger has been with the company since 1942 and most recently was general sales manager. Cerruti was formerly Eastern division sales manager. He has been with the company since 1928.

Bostitch Breaks Ground For New Stapling Plant

Ground was broken on August 3 by Bostitch, Inc. for a new factory and headquarters in East Greenwich, R. I., which architectural engineers say will be the largest one-story factory in New England. The

(Continued on Page 30)

City heat reached 100, so— Jersey roofers picnicked!



They played softball, they feasted, they drew prizes, and not to mention the golf pictures, horse shoe contestants, and others who somehow didn't come out, or get photographed, or something. President Williams of Nersica can be dimly seen, fourth from the left, among the food choppers.

THE temperature hovered around the 100-degree mark and the sun was scorching in the urban areas of New York and New Jersey on August 2nd, but it was barely noticeable at the Braidburn Country Club, Madison, N. J. There, some 150 members of the Roofing, Siding & Insulating Guild of New Jersey had cool breezes generated by higher altitude, water and plenty of trees for their annual outing.

Golf was the order of the day as most of the contractors and dealers took part in the tournament. Leading the way on the green were top national officers of NERSICA, President E. F. Williams and Managing Director C. N. Nichols. Teaming up, they defeated National Public Relations Director Jack Milford and New Jersey President Peter H. Johnson.

Top honors in the tournament were taken by J. Haloub who was awarded a trophy for low gross. J. Whitehead was presented a putter for top low net score. Runners-up were: Low gross

—Don Ferguson; W. Corgin and R. Cacioppie, who tied for third place; low net — Lou Crudele and J. Nowicki, respectively. The longest first hole drive was made by Roy Sickler while J. Ferguson was nearest to pin. L. Bamonte was voted the "most honest" golfer. For low gross and nine hole cutting, Lou Crudele took first place while John Super and F. Whitehead tied for second notch.

Other Contests

Contests were held also in darts, horse-shoes and chipping. In the target tourney, F. A. Whitehead, H. A. Whitehead and D. A. Edwards took the top three awards in that order. The horse shoes championship was won by J. Matthews; runners-up were F. A. Whitehead and D. A. Edwards. John Super copped top place for chipping while Ed Brody and Tim McLaughlin took second and third place awards.

Other activities for the day included

a softball game, swimming, barbershop singing around the bar, and plain old-fashioned "chewing of the rag" on the Club's spacious grounds.

The annual roast-beef dinner at night was presided over by Guild President Johnson. Prizes were presented to all of the winners, and community singing of popular numbers was led by several of the other officers.

The committee which arranged the affair, was headed by John Super. Other members were: Vance McClear, Guild Secretary Bill Dunkinson, Edward Rubsamen, and J. Haloub. The consensus of most present was that it was a day well spent.

Hartin Named Pres. At Carolinas Concl.

W. Rhett Hartin, Jr., Vice-President of W. R. Hartin and Son, Columbia, S. C., was elected president of the Carolinas Roofing and Sheet Metal Contractors Association at their annual convention in June at Myrtle Beach, S. C.

Mr. Hartin is currently on the board of directors of the National Sheet Metal Contractors Association.

Other officers elected at this meeting were: 1st Vice-President — E. L. Scott, E. L. Scott Roofing Co., Kingston, N. C.; 2nd Vice-President — John Stanley, Gate City Roofing Co., Goldsboro, N. C.; and Secretary-Treasurer — J. M. McKeithan, Hanover Iron Works, Wilmington, N. C.

New directors elected were: C. E. Bourne, C. E. Bourne Roofing and Sheet Metal, Greenwood, S. C.; Jim Kyle, Kyle Roofing Co., Fayetteville, N. C.; R. E. Spell, Charleston Sheet Metal, Charleston, S. C.; and J. C. Ware, J. C. Ware Roofing and Sheet Metal Co., Gaffney, S. C.

Crime Doesn't Pay, Gypsies Find Out After Roofing Fraud

Prompt action by law enforcement authorities recently brought a quick halt to unscrupulous activities of a group of gypsies at Maryville, N. Y., and resulted in the return of money they had charged for unsatisfactory roofing jobs.

Charles E. Drake of nearby Westfield complained to Sheriff Charles C.

(Continued on Page 33)

All-Around Protective Coating Developed for Asbestos Siding

A new all-surface protective coating its asbestos cement siding products has been developed by The Flintkote Company. The coating, called "Wrap-Around" Silicone Dura-Shield, is an improved version of a previous coating.

been coated. This additional coating gives the siding more than double the protection it formerly received against the staining action of the weather, smoke, etc.

It also provides greater dimensional



Left: Siding panel is being withdrawn from pan after being completely immersed in red ink. Right: Tap water is used to rinse front, back and edges of siding panel. This "Blood Bath Test" demonstrates the "Wrap-Around" Coating principle with asbestos cement sidings.



As the name implies, Dura-Shield is applied to the front, back and edges of the siding — a treatment new in the industry. Heretofore, only the face surface of asbestos-cement sidings have

stability to the product by keeping moisture out, but, at the same time, it does not act as a vapor barrier.

The inclusion of silicone in the new coating gives the siding a high surface

"Operation Home Improvement" Campaign Planned for 1956 by Building Industry

Plans to make 1956 the biggest year on record for home improvement are under way now in the entire building industry, the Chamber of Commerce of the United States has announced.

F. Stuart Fitzpatrick, Manager of the Chamber's Construction and Civic Development Department, said that manufacturers, dealers, builders and lenders will integrate advertising and sales promotion under the banner, "Operation Home Improvement." Fitzpatrick is chairman of the Operation Home Improvement Committee which originated the idea to popularize 1956 as "the year to improve your home — everybody's doing it." The entire campaign will be directed at making it easy for homeowners to do the job themselves, or to get the job done.

A number of national associations now are joining forces with 40 building material producers and equipment manufacturers for the campaign scheduled to begin in January with an official launching by the Administration. The campaign will continue throughout 1956, and will be financed by manufacturers and associations.

Albert M. Cole, Housing and Home Finance Administrator, has said Operation Home Improvement will fill

the last gap in the nation-wide program to meet housing needs. Jack Doscher of New York will serve as executive director of Operation Home Improvement with headquarters in Washington and New York.

resistance to water according to Flintkote. Rain or condensed moisture readily runs off the siding, thus preventing water staining.

20% of FHA Title I Loans Were for Insulation in 1954

Despite a near-record year for new home construction, 1954 saw even greater activity in the improvement of existing houses.

More than a million and a half property improvement loans — \$891,000,000 worth — were insured by the Federal Housing Administration under its Title I program, as against an estimated 1,400,000 new housing starts. Loans not insured by FHA brought the home improvement total still higher.

Home insulation was the most popular type of project financed with FHA property improvement loans. One out of every five loans paid for an insulation job. In New Hampshire and Vermont, over half of all loans insured by the FHA were for home insulation. In Virginia, two out of five FHA loans were for insulation.

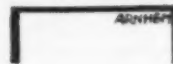
These figures accord with a consistent rise in sales reported by the National Mineral Wool Association. Sales of insulation batts and blankets and loose mineral wool have increased about

(Continued on Page 38)

Covering The World...



MR. G. SMITH OF NEWPORT, WALES, COULD NOT BEAR TO PART FROM HIS WIFE. WHEN SHE DIED HE BURIED HER ON THE ROOF OF HIS HOUSE.

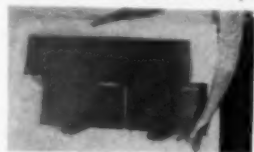




Equipment—Booklets—Practice—Materials

Lock Strip Shingle

An asphalt shingle that combines popular straight line styling for beauty and a positive locking device for maximum weather protection has just been marketed by the Globe Roofing Products Co., Inc., according to Harry F. Altheide, executive vice president.



Conducted before impartial test engineers at Globe's Laboratories, "Super-Loks" withstood hurricane wind velocities in excess of 100 miles an hour, and stayed rain-tight under a rigorous leak resistance test in which a two inch per hour rain fall was driven at the Super-Lok deck for over four hours by a 70 mile an hour gale Altheide said. The lock tabs slip easily into locking slots and the invisible locking device creates a square butt design.

Squeegee & Roller Combined

A new double-duty roller that acts as a squeegee and roller in one, is now available for application of cold process roof coatings and glass web.



Introduced by Orgadi, it fits in an average five-gallon container. The manufacturer claims that this roller is easier to use than the brush pushing process. The roller spreads evenly. An average wood handle fits the unit and can be used at any length desired.

New Colored Siding

United States Gypsum Company's Shake Design Glatex is another new design added to its line of asbestos cement siding.

The new siding is made with a process which fuses two ceramic colors over a fire-proof asbestos cement core, to give a beautiful overtone effect. Surface of the siding

is striated, and these striations are highlighted by the two-coat ceramic application, giving them deeper, more luxurious color tones.

Glatex never needs painting. Smudge and soot can be washed off with soap and water. The extra-wide 27-inch shingles give a tighter, more wind-and-water resistant wall.

Book Covers History of 3M

The story of colored roofing granules and their contributions to the growth of building industries are told in a new book, "Brand of the Tartan."

This 250-page volume by Virginia Huck traces the history of 53-year-old Minnesota Mining and Manufacturing Co., producers of roofing granules and many other products. It is published by Appleton-Century-Crofts, Inc., at \$3.50.

In a chapter called "New Roofs for Old" the book describes the cooperative efforts of 3M and roofing manufacturers that led to the colorful housetops enjoyed by most Americans today. It all started when the company bought a mountain of quartz in 1930 and began exploring ways to put it to use. At that time, roofing manufacturers were looking for a colored granule to coat asphalt roofing shingles that wouldn't fade from the sun or deteriorate under other weather conditions.

Working hand in hand with roofing specialists, 3M conducted intensive experiments to find granules that combined eye appeal and weather-resistance. The success of these experiments swung Americans from drab wood, slate and tile roofs to bright and gay ones, the book points out.

Staples for Sheathing

The Model AF Spotnailer, a light weight, portable nailing machine, is announced by Spotnails, Inc., for use in sheathing and sub-flooring work.

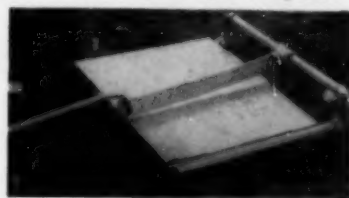
The machine drives nail-like fasteners with one blow of a rubber mallet to any pre-determined depth. Its large capacity magazine loads 200 special staples at a time. The same company makes a great variety of staples for different requirements. The Veterans

If further information is desired about articles appearing in the pages of AMERICAN ROOFER & Siding Contractor send a card or a letter to the editorial department, attention, Mr. Fred Feder, 425 4th Ave., N. Y. 16, N. Y.

Administration has approved the staples for attaching plywood and fibre board sheathing in houses built under G. I. loans.

Asphalt Cutter

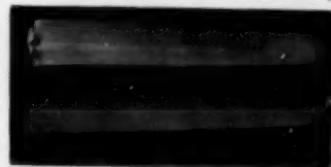
A cutter which saves labor in cutting asphalt or pitch during hot weather, has just been introduced by Valley Roofing Co.



Other advantages claimed by the manufacturer for this product are that it saves material, eliminates time loss due to the lack of "hot stuff", and takes away the man-killing job of the kettle-man in hot weather.

Striated Metal Corners

Meldrum Manufacturing & Engineering Co. has developed new striated metal corners for use with wood shake sidewall shingles.



The vertical striated lines blend in with lines in the shingles. Turned-up bottoms assure snug fit and eliminate face nailing through the corner. Made of heavy gauge aluminum, the corners are available in plain aluminum finish. They are prime painted only for finish painting on the job and finish painted in colors to match all lines of stained or painted shingles.

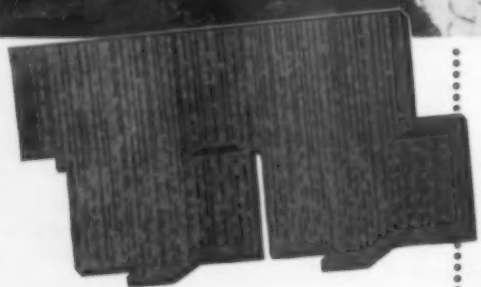
New Roof Coating

Permite "3-A" Roof Coating, a new compound of three proven, weather-protective agents—aluminum, asbestos and asphalt—has been introduced by the Permite Paint Division, Aluminum Industries, Inc., Cincinnati, Ohio. It is said to provide complete protection to all types of roofing surfaces except wood.

Named for its three basic ingredients, Permite "3-A" is a combination of high-

(Continued on Page 28)

Greatest Opportunity in Over 20 Years



Now!

**A SQUARE BUTT STRIP SHINGLE
WITH THE INVISIBLE LOCK!**

NOTE THESE SELLING FEATURES!

1 Interlocking, wind-proof, rain-resistant design. Positive lock holds tight against strongest winds—resists blowing rains.

2 Beauty that most home owners prefer—the highly popular straight-line styling of square butt strip shingles with an invisible lock.

3 Complete range of new color styles—pastel colors for contemporary homes, conventional colors for traditional homes—a Globe color for every taste.

4 VERTIGRAIN—the distinctively new texture originated by Globe. It's the texture that enriches the beauty of every roof and gives a smooth velvet tone to its color.

5 For both new homes and re-roofing older

homes. Super-Lok has the eye appeal of small pattern, straight-line styling plus wind protection from positive-lock shingles.

6 Quicker to apply. Locking tabs are strong, easy to insert. There are less units to handle. All this results in lower cost of application. Super-Loks are truly an applicator's shingle.

7 Economy through quality—traditional Globe quality means long wear, lower cost per year of service.

8 Super-Lok Shingles are fire-resistant and carry Class "C" label of Underwriters' Laboratories, Inc. Because of their exceptional wind resistant qualities they are recommended and approved by leading wind storm insurance companies.

FOR COMPLETE DETAILS WRITE, WIRE OR PHONE **GLOBE ROOFING**

to Increase Your Roofing Sales!

New SUPER Shingle With SUPER Sales Appeal!

GLOBE vertigrain®

Super-Lok

TRADE MARK

Square Butt Shingles

Pat. Pending

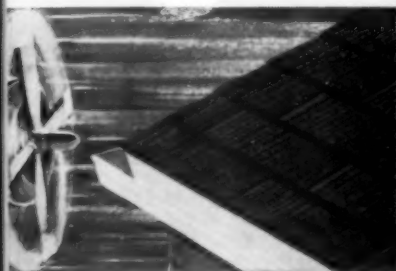
**Combining Popular Square Butt Design
for Beauty with a Positive New Locking Device for Protection from
High Winds and Blowing Rain!**

GLOBE brings you the greatest selling opportunity in twenty years with the newest and *finest interlocking shingle on the market today!* Now you can offer your customers, in Super-Lok, the features they most want: The eye appeal of straight-line styling . . . plus protection from high winds and blowing rains with Globe's new, extra strong lock-down tabs. With famous Globe quality built in, they'll give lasting roof protection.

Globe SUPER-LOK Shingles are equally well suited for new work or re-roofing on either contemporary or traditional homes. Extra strong locking tabs are quickly inserted. Designed to lock without fuss or bother.

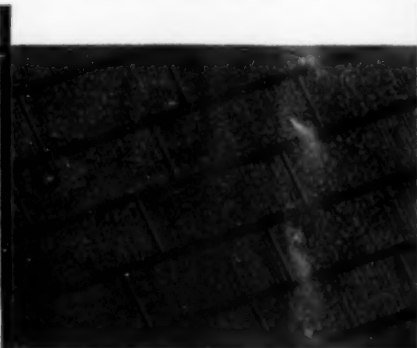
Why waste your time and effort trying to sell old style shingles? Cash in on the super sales appeal of Globe SUPER-LOK Shingles!

Made in accordance with FHA specifications



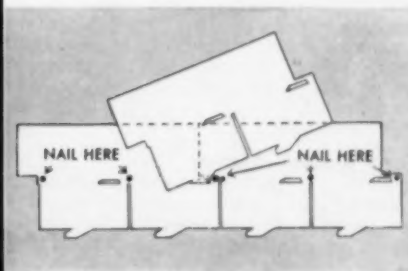
Greater Wind Resistance Proved

In a series of accelerated tests employing an aviation-type wind tunnel, Globe Super-Lok Shingles held fast in wind velocities of hurricane proportions.



You Can't See the Lock

Each shingle is locked so that the lock is concealed—out of sight. The overall appearance is straight-line styling—the number one choice of home owners in America today.



How to Nail and Lock

Locks slip into vice-like locking slots. When the job is finished you have a one-piece, straight-line style roof covering that will give the protection and appearance your customers expect. There are no "call backs" on a Super-Lok job.

PRODUCTS CO., INC., Whiting, Indiana



Equipment—Booklets—Practice—Materials

(Continued from Page 25)

grade, large-flake Aluminum pigment and steam-blown refined Asphalt compound, reinforced with a premium grade of long staple Canadian Asbestos fiber. The manufacturer states that this combination—utilizing the reflective, flexible and heat-resistant qualities of the agents—results in a durable, resilient coating that is immune to chipping, peeling and sun-damage failures.

Formulated for heavy-duty service wherever long-lasting protection against moisture, heat and actinic radiation is needed, this coating can be used for roof applications on industrial and commercial buildings, also on mobile home, bus, truck and trailer roofs.

Licks Hurricanes

There will probably be more Carols, Ednas, and Hazels—not to mention hundreds of nameless maverick winds—buffeting the roof tops of America.

To make sure these roofs take hurricanes lying down, Bird and Son has developed a new product. It is called Bird Wind Seal Cement.



This cement is packaged in a rugged cartridge that fits any standard caulking gun. Each cartridge contains enough cement to secure the tabs of a square of shingles. Bird recommends placing a 1 inch spot of cement under the center of each shingle tab, about 2 inches from the edge. Press down the tab, and the roof is secure.

Roof Rafter Meter

DeWalt, Inc., the originator of the radial arm design, has prepared a handy dial-type meter which explains the operations involved in cutting the common roof rafter.

Although designed primarily for use with the DeWalt unit, the meter can be used in conjunction with any radial or table-type saw. The meter can be used to pre-determine the angles for level and plumb cuts without employing a carpenter's square. To operate, the user simply dials the circular wheel to any one of nineteen common roof pitches. Then, in a window cut-out, he reads the circular meter settings for the desired level and plumb cuts, the length per foot of run, and the rise per foot of run for that particular pitch.

A typical example of rafter preparation is

diagramed on the front side of the sturdy 4-inch by 8-inch meter card. Here the technical terms covering the cuts and construction are explained and their relationship one to the other is defined. On the reverse side, instructions for the actual positioning of the DeWalt radial saw are presented in text, diagrams, and photographs. Provision is also made for dealer imprinting.

New Roofing Equipment

Aeroil Products Company, Inc., has announced four new products for roofing contractors, namely, a hoisting bucket, a light-weight utility cart, a felt-layer, and a hot lugger.



The bucket has a 30-gallon capacity and is designed for the roofing job which does not require a street-to-roof pumping set-up. Equipped with a 1½" Aeroil Heat-Master draw-off cock, it permits controlled pouring without the danger of splashing hot liquid.

The yoke of the bucket is so designed as to prevent the new unit from jumping off an open hook while being hoisted. Sturdy skids protect the bucket's shell when on the ground. These skids double as handles when pouring with spout. Regular handles are also provided. Dimensions of the bucket are 40" long by 29" wide by 26" high. Its net weight is 55 pounds.



The new cart, listed as the Aeroil Model RC500, weighs 70 pounds and can carry 500 pounds. Its 2' x 4' expanded metal loading

Want to know more about articles appearing in this issue? Want addresses to write to, added information? Then send a card to American Roofer, 425 4th Ave., N. Y. 16, N. Y. We'll be glad to oblige.

platform can accommodate 10 rolls of felt or eight 5-gallon buckets or six 8-gallon buckets. The unit is mounted on two 10" diameter ball bearing, pneumatic-tired wheels and two 6" diameter ball-bearing, rubber-covered swivel casters. The cart can tilt forward and backward and can pass over low obstructions even when fully loaded.



Aeroil stated that its new feltlayer is balanced to eliminate bouncing and yawing when in use. This insures straight line travel of the unit and results in uniform felt laying.

A ball bearing switch-over handle controls all 10 outlet valves in unison and simultaneously raises and lowers the cotton sweeping mop. Each valve can be independently adjusted from slow to shut off position. To further ease the operation, the rollers are positioned to simplify treading as well as to prevent felt from whipping on windy days. A spacer plate keeps the felt aligned for proper laying. The new feltlayer is 40" long, 54" wide and 38" high. It has a 23 gallon tank capacity and weighs only 155 pounds. One man can easily operate it.



The Aeroil Hot Lugger Model No. HL30 is equipped with a 2½" internal seat type draw-off cock. An 11" x 10" opening, protected by a rainproof cover, permits easy filling of the lugger. Other innovations include a utility pocket for carrying tools, gloves or other accessories and rubber-gripped handles for easier moving of the unit.

The new lugger, mounted on two 16-inch pneumatic tires and twin steel tubing frames, is operated wheelbarrow fashion. Overall dimensions measure 58" long, 36" wide and 48" high. It weighs 105 pounds and has a capacity of 30 gallons.

Foil-Enclosed Insulation

A new residential building insulation which combines the stable year-round insulating efficiency of Fiberglas with the added summer reflective characteristics of aluminum foil is now available.

First mineral wool insulation to use genuine aluminum foil on both sides, the new product was developed by Owens-Corning Fiberglas Corporation with cooperative assistance of the Aluminum Company of America.

The Fiberglas insulation itself is an efficient barrier to heat movement. Its thermal

(Continued on Page 34)



Poker playing techniques strengthen roofing sales

By DON RIVERS

ROOFING and siding salesmen are not always the best poker players. And, conversely, gamblers do not always make the best salesmen. You will find, however, that you can use some of the poker playing techniques in your selling. Strategy that wins at poker will help you close more sales quicker.

Open Strong — Be Confident

In playing poker a winning player will *open strong*. It is evidence of confidence in his chances to win. It causes the weak hands to throw in their cards in respect to the strong opener. And, by opening strong, the strong competition in the game is spotlighted by those who stay or raise.

You can borrow this idea and apply it to your selling. *Open strong!* It is evidence of your confident attitude about closing the sale. Your prospect will have more respect for you and for your selling ability. And, you quickly discover who is interested and what his interests are.

Your confidence, exhibited early in the sale, will be captured by your prospect. Confidence is contagious! Your prospect will quickly develop a feeling of confidence in you and what you are selling.

Figure the Odds

Poker players consider the odds in every hand they play. They know that the odds will vary with the number playing, the type of game, and the time the game has been in progress. They know that, over the long run, the law of averages will give them a good hand as many times as it does other players in the game.

The law of averages will work for you in your selling if you will let it. In a review of your selling experience, you will find that for so many calls you

make, you get so many interviews. For so many interviews you get, you will get so many sales. The law of averages is in operation in your selling.

Long Term Averages

Naturally, if your experience is three sales in ten calls, it will not mean that out of every ten calls you make, you will net three sales. You may make 20 calls and no sales — and in the next ten calls make nine sales to maintain your law of averages. To make the law of averages work best for you in your selling, you need to have plenty of stick-to-it-iveness and play for the long term law of averages.

Poker players will raise the ante to try to smoke out the power in the game. When the bet is raised, the hands that are weak fold — the strength sees the raise or increases the ante. And, it also helps make the pot better for the winning hand.

Raise the Ante

In your selling, you can use this strategy. Here's how it applies: First, you estimate how much you think your prospect can afford to pay for a new roof. This is the limit, but you apply this poker strategy and raise the amount. This gives your prospect a good name to live up to.

Your prospect will not spend as much as you suggest in your raise. However, when he cuts the amount, he will in all probability hit the amount you first set as his limit. It makes him feel good because he is a big buyer — just giving your proposition a trial. Then, too, some of these prospects will meet the raise and buy the suggested

amount when they might have hesitated on the smaller amount.

Aces Beat Queens

Stud poker players with aces back-to-back have the game coming their way. They have confidence in the early rounds of the game. And, with the Ace in the hole, they are able to judge the strength of the opposition and make bets accordingly.

You are selling quality roofing and siding products — Aces back-to-back. You can cash in on this in the way you handle the sale. This top-quality line you are selling should give you plenty of confidence in closing. (If you are not convinced that you have good quality roofing, you should learn your quality features.)

You may not tell your prospect all the quality story immediately. You keep your Ace in the hole. This will give you some reserve sales power to handle last minute questions and objections. It is a strong closing technique — bring in your extra special feature to close the sale quickly and surely.

Sell Your Full Line

Five in a row all alike is a poker player's dream. It builds confidence. It helps build up the pot for high winnings in the game. It is good poker.

You have a straight flush in what you are selling. You can provide complete home comfort — roofing, siding and insulation. But, do you always take full advantage of it? Do you sell your full line? Do you get full value from the complete line you are selling?

As a case in point, a prospect may show an interest in roofing. As you make this sale, you have broken down any resistance. Now, you are ready to cash in on your full line — siding and insulation. Your straight flush will

(Continued on Page 36)

EDCO

offers hottest siding
on the market



EDCO Grain-Tone—one color

Deep, deep grain embossing and darker shadow can't be beat for selling on sight. But even more outstanding is the long, deep shadow cast by the thicker butt edge! It creates the kind of beauty—and demand—that rings your cash register. Colors: Pearl Gray, Cottage Red, Antique Brown, Pine Green.

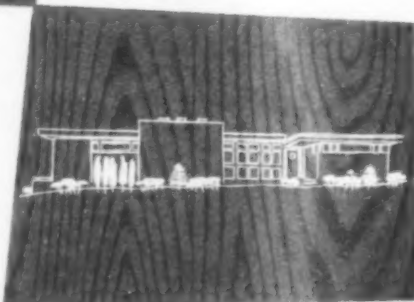
EDCO
PRODUCTS, INC.
Hopkins, Minnesota

2 NEW EDCO SIDINGS

BOTH WITH THICKER BUTT EDGE!
BOTH REVERSIBLE!

EDCO Grain-Tone—two color

Butt edge is thicker and grain is deeper than any other siding on the market. And EDCO's two color process and darker shadow makes the 3D effect even more unusual, more beautiful. And gives you more sales! Colors: Alpine White, Sierra Sand, Woodland Green, Pacific Blue.



EDCO
PRODUCTS, INC.
Hopkins, Minnesota

MAKES SALES! SAVES MONEY!

Reversible siding saves material. Thicker butt edge increases beauty and shadow appeal. Grain is deepest on the market. Greater strength of overlap prevents breakage. And granules can't be scraped off with a crowbar!

After 10 years of hardest, competitive effort, these are the best panels made. No doubt about it—look at the samples. Write NOW!

News of the Month

(Continued from Page 22)

new plant is scheduled for completion late in 1956. Bostitch equipment is widely used in the roofing, metal and sheet metal working trades. The factory building alone will be 440 feet by 900 feet, and is being designed by the Boston architectural engineering firm of Charles T. Main, Inc. The factory with general offices, will be erected on 90 acres. All of Bostitch's principal plant and office operations, now in Westerly, R. I., will be moved to East Greenwich when the new plant is completed.

Thompson Roofing Co. announced recently that it moved its office and warehouse to 574-56th St., Niagara Falls, N. Y.

Pecora Paint Reports Sales Up; Appoints 2 to Key Posts

An 18 per cent increase in gross sales for the first six months of 1955 over a similar period last year was reported recently by The Pecora Paint Company, Inc.

H. Wesley Hibbert, executive vice president, made the announcement at a five-day semi-annual sales forum in Philadelphia. New products, new packaging plans and new diversified national warehousing were among the subjects discussed.

Meanwhile, Hibbert announced the appointment of William J. Bole as Southwest

sales manager, and of John Shaw as warehouse manager in the Dallas, Texas area. Bole will be responsible for Pecora sales and service in Texas, Arkansas, Mississippi, Louisiana and Oklahoma.

July Contract Awards Set New High, Dodge Reveals

Contract awards for future construction in the 37 states east of the Rockies as measured by the Dodge Reports set a new high record for any July. F. W. Dodge Corporation has announced. The total was \$2,271,537,000, up 24 per cent from July 1954.

The first seven months set a new high for that period, \$14,254,308,000, up 29 per cent from 1954. It fell only a shade short of matching the first nine months of last year when the total was \$14,477,181,000.

Nonresidential led the way in percentage gains over last year. The July figure was the third highest ever attained in this Dodge category. It was \$892,629,000, up 39 per cent from last year. This is largely the kind of construction that will be going into place and pouring out dollars for months ahead, extending into the holiday buying season and into next year. For July the residential total was \$959,020,000, up 29 per cent from July 1954. Public and private works and utilities totalled \$419,888,000, down 7 per cent.

Parley of Governing Boards To Plan FLACAGAB Meet

A joint meeting of the governing boards of the Carolinas, Florida and Georgia Roofing and Sheet Metal Contractors Associations has been announced for October 1 at the General Oglethorpe Hotel, Savannah.

According to Presidents W. Rhett Harter, Jr. of the Carolinas Association, Don Brown of Florida and James H. Welch of Georgia, the main subject of this meeting will be planning of the fourth annual FLACAGAB meeting.

Inland Steel Appoints Handley New Cleveland Representative

John M. Handley has been appointed general sales representative in the Cleveland Branch area by Inland Steel Products Company, manufacturers of the Milcor line of steel building products and garden equipment.

Handley was formerly employed as a Milwaukee district representative of Tremco Manufacturing Company, Cleveland, Ohio.

Jones & Brown Appoints 18 New Distributors

William J. Sauer, Sales Manager of the Insulbric siding division of Jones & Brown, Inc. announces the appointment of 18 new distributor outlets. They are: H. Eikenhout & Son, Inc., Grand Rapids, Mich.; W. C. Alexander Wholesale Supply Co., Mt. Vernon, Ill.; Amarillo Sash & Door Co., Amarillo, Tex.; Dealer Bldg. Materials Co., Houston, Tex.; Atlas Supply & Construction Co., Corpus Christi, Tex.; Nash Robinson & Co., Waco, Tex.; Modern Builders Supply, Akron, Ohio; George Moon Roofing Company, Holland, Mich.; Oil City Milling

(Continued on Page 32)



Ogee and Half-Round,
smooth and stipple-
embossed finish.

**Extra Sales...
Sure as Rain!**

REYNOLDS *Lifetime* ALUMINUM GUTTERS AND DOWNSPOUTS

Every new house without gutters and every old house with rusted gutters is a prospect for this good-looking, low-cost, *permanent* home improvement. Make a fast *extra* sale...with your roofing, siding, insulation. Remember, these gutters go up with slip-joint connectors...no soldering. Use either strap hangers or spikes and ferrules. Operators estimate 6 hours to do a 6-room house. And the finished job sells more jobs...it's got the glamor gleam of rustproof, non-staining aluminum! Check the coupon. **Reynolds Metals Company**, Building Products Division, 2004 S. Ninth Street, Louisville 1, Ky.

Depend on Reynolds Lifetime Aluminum Nails, all types...
and on Reynolds Lifetime Aluminum Flashing, coil and flat.

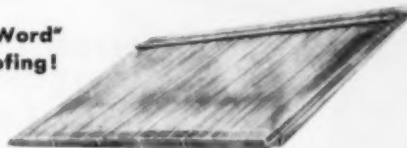
**Hottest
Selling
Insulation!**



REYNOLDS ALUMINUM REFLECTIVE INSULATION

Quickest, easiest to apply, this embossed aluminum foil material has brightest appeal to customers. Send coupon for facts, samples.

**"Last Word"
in Roofing!**



REYNOLDS *Lifetime* ALUMINUM MASTER SHINGLES

"Last Word" because this roof is permanent—rustproof, rotproof, weathertight. Heat-reflective, too—keeps interiors up to 15° cooler!

**FOR MORE NAMES ON
YOUR DOTTED LINES,
PUT YOUR NAME HERE.**

Reynolds Metals Company
Building Products Division, 2004 South Ninth Street
Louisville 1, Ky.

Please send me full information on:

☐ Insulation ☐ Gutters ☐ Shingles
☐ Nails ☐ Flashing

Name

Address

City State

REYNOLDS ALUMINUM

BUILDING PRODUCTS

News of the Month

(Continued from Page 30)

Co., Oil City, Pa.; D. H. Walker Construction Co., Phoenix, Ariz.; Western Fence Co., Midland, Tex.; Standard Supply Co., Portsmouth, Ohio; the Whitaker Paper Co., Baltimore, Md.; Aluminum Lifetime Shingle Co., Mobile, Ala.; Fisher & Young Builders Supply Co., Titusville, Pa.; F. A. Kohler Co., Columbus, Ohio; American Roofing & Tinsmith Supply Corp., Corona, N. Y.; and the Century Building Supply Co., Minneapolis, Minn.

The Savannah plant is Johns-Manville's first move into the Southeast. Located on a 58-acre tract one mile north of the city, plant buildings will cover more than 100,000 square feet of floor space. The company will produce there its asphalt roofing products and will warehouse a number of asbestos-cement building products for distribution in the Southeast. Production is expected to start by early Fall, 1956.

Johns-Manville Builds 2 New Plants in Canada and Georgia

Johns-Manville has begun construction of two new plants for the production of insulating board and asphalt roofing at North Bay, Ontario and Savannah, Georgia, respectively, it was announced by A. R. Fisher, president.

The North Bay plant will have an initial annual capacity of 75,000,000 square feet of insulating board when it starts production before the end of 1956. It will cover an operating floor space of about 150,000 square feet. The first insulating board plant to be built in the Province of Ontario, the North Bay operation will be part of Canadian Johns-Manville Company, Ltd. Provision has been made in construction plans for future expansion which the company believes will be required.

Sweeney of Ruberoid Elected President, Building Materials Exhibitors Association

Raymond W. Sweeney, western division sales manager of The Ruberoid Co., was elected president of the Building Materials Exhibitors Association at its annual meeting in Chicago last month. He succeeds Harold H. Whittemore, western division manager of The Flintkote Company.

Elected vice president was Arthur Bergman, Chicago district manager of Johns-Manville Sales Corporation Building Materials Division. Richard G. Breeden was re-elected secretary-treasurer and manager.

The Building Materials Exhibitors Association was founded in 1940 to co-ordinate convention planning, to improve display methods and to act as an information center on building materials conventions through-

out the country. The group holds semi-annual meetings, one in Chicago and a winter meeting in New York.



Raymond W. Sweeney

Chapman, Sumner Elected Directors, Bird & Son

Stockholders of Bird & Son, Inc. elected two new directors at their annual meeting: Richard P. Chapman, President of the Merchants National Bank of Boston, and Charles A. Sumner, Vice President of Bird.

Mr. Chapman has been with the Merchants National Bank since 1927 and has been president since June 1952. He is Vice President of the Trust Division of the American Bankers Association.

Mr. Sumner joined Bird & Son in March 1933. He has been Vice President of the Floor Covering Division since the beginning of this year.

Mica-armored LAYKOLD® FIBRECOAT gives longer-lasting roof protection

Fibrecoat is factory-compounded with pure asphalt and mica flakes to form a tough, durable coating that gives unsurpassed protection, as proved by Bureau of Standards Tests. Easily meets Military Specification MIL-R-3472.

at lower costs

The low cost of Fibrecoat in drum or bulk quantities, plus the ease and economy of cold application, provides greater protection at lower cost than any other material now available.

and FIBRECOAT goes on easier

Applied cold with spray or brush, Laykold Fibrecoat gives 50% faster application, by large-job competitive tests. Bonds readily to either dry or damp surfaces.

FIBRECOAT comes in fast colors of BLACK, RED or GREEN

WRITE FOR TECHNICAL BULLETIN

AMERICAN Bitumuls & Asphalt COMPANY

200 BUSH STREET, SAN FRANCISCO 4, CALIFORNIA

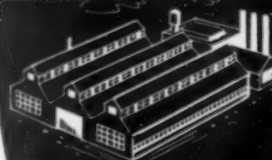
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Columbus 15, Ohio
Inglewood, Calif.

Perth Amboy, N. J.
Tucson, Ariz.
Oakland 1, Calif.

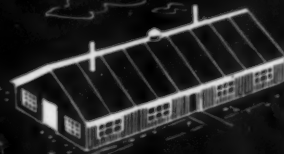
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Baton Rouge 2, La.
Washington 6, D. C.

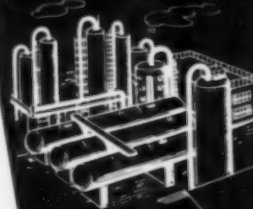
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FOR ROOFS



FOR METAL BUILDINGS



FOR METAL TANKS

FOR EXPOSED METAL SURFACES

"Do-It-Yourself" Dangers Pointed Up In Roofer's Ad

Laube's roofing and siding firm in Rochester, N. Y., employed an unusual newspaper ad to point up the folly of "do it yourself" when it comes to jobs that are dangerous and require expert knowledge.

Do It Yourself?

Some things you can do for yourself.
Other things you shouldn't! Add in the
cost of a back and 2 new legs, and then
call experienced, dependable experts
to do your Roofing, Siding and In-
sulation!

LAUBE'S 480 SOUTH AVE.
Rochester, N.Y. 14606

The advertisement shown above was printed by a Rochester, N. Y., roofer in his local paper, to point up the dangers of "Do It Yourself."

The ad was captioned: "Do It Yourself?"

Copy read: "Some things you can do for yourself. Other things you shouldn't. Add in the cost of a back and two new legs, and then call experienced, dependable experts to do your roofing, siding and insulation."

Roofing Frauds

(Continued from Page 23)

McCloskey, Jr., that a man, representing himself as an Indian, had charged \$40 more than the agreed-on \$25 for a roofing job. As a result, a group of 60 gypsies, who had been staying at a trailer camp, were brought in for questioning. Faced with the technical charge of doing business in the state without a New York State vehicle registration, the group returned a total of \$90 in over-charges.

Company Survey Finds 80% of Siding Shingles in Color

The United States has become a more colorful nation in the last five years.

You can accept this statement literally on the authority of the United States Gypsum Company, which reports that its surveys show that five years ago about 80 percent of asbestos-cement siding sold for homes was



Looking
for new
Colors?

New and different colors can often increase siding and roofing sales. *Non-fading colors* in many new shades are now available for asphalt shingle granules and asbestos siding. These FerroColors are specially formulated to withstand a lifetime of weathering without dulling or losing their beauty.

If you're looking for new roofing and siding colors, write today for complete details.



FERRO CORPORATION

Color Division

4150 EAST 56th STREET • CLEVELAND 5, OHIO

white; while today the trend is just the opposite. Now, 80 percent of siding-shingles sold are of pleasing, soft-hued colors, which give the exterior of the home the same decorative charm that for years has marked the interiors of smart dwellings.

The trend toward color also has asserted itself in roof-cover, the materials, company stated, with asphalt shingles coming off the production lines in a variety of colors, which harmonize with siding hues. In addition to color, the siding and roofing shingles add deep-tone shadow lines to the roof and

sides of the home, which bespeak quality construction.

Public Rels. Contest

(Continued from Page 20)

that depends solely upon volunteer effort of members. In each of these classifications an attractive citation banner will be awarded for best performance. In addition, a grand prize consisting of a large banner suitable for display at meetings, exhibits, and other occasions will be awarded for the performance adjudged best under existing circumstances.

What's New

(Continued from Page 28)

efficiency is enhanced further by the aluminum foil which, in summer, reflects the heat outwardly. The outer or breather side provides a reflective surface which turns back heat. It is perforated to avoid any buildup of moisture in the insulation. The aluminum foil on the other side of the product provides an effective vapor barrier. The new product will help cut operating costs of home air conditioning units.

The insulation is produced in both batts and roll blankets of extremely fine fibers of glass and has the usual flanges for nailing or stapling to wall studs and floor joists. It is produced in widths of 15, 19 and 23 inches for use with studs spaced 16, 20 and 24 inches on center and in thicknesses of two and three inches. Depending upon the width and thickness the roll blankets are in lengths up to 60 feet, while all batt blankets are four feet long.

Booklet on Lumber

Uses in light and heavy construction of lumber pressure treated with Wolman salts are detailed in non-technical language in a new 16-page illustrated booklet in color released by the Wolman Preservative Department of Koppers Company, Inc.

A breakdown is presented also of the widely-varied fields in which this type of treated lumber may be used most effectively,

as well as the specific advantages of its application in each of the construction areas. Uses of this lumber in roofing are also covered through a number of photos.

New Primed Siding

Upson Primed Siding, which comes in 16-foot standard lengths and 20-foot lengths for special purposes, has been placed on the market by its manufacturer, The Upson Company.



The Company claims that the greater length reduces joints to a minimum. The new siding is laminated of six plies and now is being produced in 12-inch widths. Pre-primed at the factory, the resinous emulsion coating provides excellent adhesion

to the finish coat, permitting it to dry quicker and harder.

The surface is knot-free and has no grain to hide or raise. The siding is also waterproofed and toxic treated to resist mold, fungi and termites. The company also claims that this new siding can save time for builders. Field priming is eliminated and one or two finish coats of exterior house paint can be applied immediately as required.

Replacing Window Sills

A new and inexpensive window sill covering has been introduced by Kenwood Engineering Co., Inc. The coverings, known as Kenco Sill Caps, are made of heavy gauge non-corrosive aircraft aluminum which requires no painting.

An important feature of the new covering is that it can be installed from the inside of the house without the use of a ladder or special tools. The caps are pre-formed in three different styles to cover all types of window sills.

Aluminum Stepladder

Newark Ladder & Bracket Company, Inc. has introduced an "Airweight" aluminum stepladder which is claimed to be extremely light but safe.

Reinforced angle braces insure added support to the entire ladder assembly. Steps are skidproofed to prevent slipping. Rubber safety shoes are riveted to all four ladder legs to prevent slipping and marring of floors. Raised ridges on the pail rest prevent objects from falling off. The manufacturer

ANY Caulk Color...

has it!

When you call for COLOR... call on CALBAR! Calbar Caulking Compound is now available in any color your job may require, including Brilliant Aluminum... to match every building material on the market. COSTS LESS... because it's permanently elasticized, goes on easier, stays on longer! Calbar colors are non-fading. In bulk and cartridges.



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Our 35th Year as the Nation's leading Caulk Line



NOW!... with thermostatic control!

the NEW GLAS-COL portable ELECTRIC MELTING POT

New thermostatic control with range to 550° F permits operator to select exactly the proper temperature for melting
asphalts... tars... pitches... resins...
mastics... and other viscous materials.



Ideal for repair jobs.
This portable melter weighs only 15 lbs. Fits into your car trunk. No need to tussle with heavy, production melters.

Use it for melting asphalt for roof jobs... for sealing seams in concrete... and many other maintenance applications.

Plugs into any 115 v outlet (1250 watts). 3 Gal. capacity. Heating chamber Fiberglass insulated.

only \$75⁰⁰

Ask for descriptive
Bulletin 202, Glas-
Col Apparatus Co.
Dept. AR
711 Hulman St.
Terre Haute, Ind.

GLAS-COL
MELTING POTS



MAKE RE-SIDING SALES EASIER

WITH THIS NEW **RUBEROID** *Color-Grained* VISUALIZER

ASBESTOS SIDING

Here, in a beautiful visualizer, is a fast-moving, illustrated sales story on Ruberoid Color-Grained Asbestos Siding (complete with color selector). It carries a homeowner prospect right to the point quickly. Arranged in outline form, it permits you to tailor your presentation to fit the prospect.

Ruberoid's Color-Grained Asbestos Siding is the big 1955 sales and profit line. This visualizer will put you right up front in the sales picture. You'll see why when you check these extra sales features:

- a wide range of 9 exciting decorator colors (plus white) to please every taste.
- dramatic three-dimensional beauty through

random spaced, vertical color lines.

- dimensional stability (it won't shrink, won't cup, won't warp) because of Ruberoid's special Autoclaving process.
- Duroc® finish . . . more weather protection than asbestos siding has ever had. Color-Grained Siding keeps its beautiful look for a housetime.

Ruberoid's new "Lasting Beauty" Visualizer will help you sell Color-Grained Siding because it's a sure sales closer. If you haven't seen it, call your Ruberoid representative today. Put yourself in the siding profit picture now with Ruberoid's all new Color-Grained Asbestos Siding plus the new "Lasting Beauty" Visualizer.

The **RUBEROID** Co.

Asphalt and Asbestos Building Materials

HOME IMPROVEMENT FIRMS



Time Payment Accounts Financed



Budget Charge Accounts Inc.

20 South Broadway
Yonkers 2, N. Y.
Yonkers 8-2200

claims also that the ladder will not rust, warp or crack. It has been safety-tested to carry over 1,000 pounds.

Prefabricated Garage

A steel garage for domestic use that comes complete with all fastenings and fittings is offered by The Steelcraft Manufacturing Co. The garage comes in one, one-and-a-half and two-car sizes.

Each unit includes an overhead-type door with lock, key and all necessary hardware. Walk-in doors and window kits, complete with the required framing and flashing, are available as extras with the garage or may be added at any time later.

All parts are factory fabricated and prepared for quick assembly in the field. Com-

plete erection instructions containing photos, plans and isometric drawings in the simplest



form accompany each garage. Since the garages are all steel, they are not subject

to warping, swelling, shrinking or cracking; thus the fit of the factory-fabricated components is permanent, the company claims.

One of the important exclusive features of the garages is the nailable steel structural members to which the galvanized clapboard-finished siding and roofing are nailed. The structural members are of U-shaped 16-gauge steel, contoured, welded back-to-back, bonderized and painted.

Siding and roofing are of galvanized steel formed to simulate weatherboard so that the garages blend with most types of homes. The steel is stiff enough to give rigid, non-sagging construction, but still flex without damage. Designed to meet normal roof and wind load conditions, the garage will withstand winds in excess of 75 miles per hour.

Poker Selling

(Continued from Page 29)

win more sales for you. You build a single unit sale into a big ticket order when you play your full line to win.

This set of five rules is not guaranteed to win for you in poker. But, if you will apply them skillfully in your selling, you will find that this poker strategy will help you make more sales quicker and easier.

Nailing It Down

(Continued from Page 12)

each year."

The healthy state of home building is a stimulus to all other types of construction, the study notes. Because three-fourths of new home building has been in the suburbs, "it requires new schools, hospitals, shopping centers, roads and other facilities."

The U. S. is badly in arrears on schools. The report estimates "nearly \$12 billion worth of additional building is needed to house even the present enrollment"—and "by 1960 . . . enrollment will total 38 million as against 31 million today." The report also notes a need for \$18 billion in hospital building over the next ten years. And there's also a big problem of plant obsolescence—"industry's technological progress has outmoded more than one-quarter of existing plant equipment."

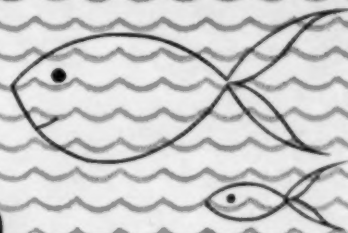
Despite its high volume, construction "has by no means reached dangerously speculative proportions," the report concludes "In 1927 dollars, current construction amounts to \$14 billion instead of \$36 billion. And in 1927, new construction per capita was just about twice that in 1954, after taking cost into account. So, there's still room for safe, orderly construction growth."



STOP

water for good

with
Karnak
membrane
waterproofing



Wherever there's a hydrostatic head or danger of water seepage Karnak Membrane Waterproofing is the best protection you can get.



Karnak membrane fabric is saturated so that it is non-sticking and unrolls easily... to the very end. There is no waste. It "works" faster, lays on wrinkle-free...saves labor cost on the job.

Open mesh, long-fiber-cotton cloth, saturated with specially prepared asphalt so as to leave the mesh open, is layered on the job with alternate moppings of highly refined, ductile asphalt. The open mesh allows the mopping asphalt to penetrate and interlock the layers. This provides a firm, mechanical bond that resists abrasions, settling and cracking thus maintaining water resistance through the life of the structure.

The layering of fabric and asphalt is the only method of waterproofing that insures proper thickness of asphalt throughout the application. For normal

application with hydrostatic head up to 15 feet, two plies of fabric are sufficient; hydrostatic head of 15 to 20 feet takes three plies; four plies are sufficient to waterproof any class of work regardless of hydrostatic head.

Whatever your waterproofing problem, Karnak will prove best. Bridges, buildings, tunnels, retaining walls, viaducts, swimming pools, all need and use Karnak. The Merchandising Mart, Chicago, Ill., used Karnak over twenty-five years ago...the Fairless Works of U.S. Steel used it last year. Specify Karnak on your next waterproofing job.



Karnak



manufactured by

Lewis Asphalt Engineering Corp., 30 Church St., New York 7, N.Y. Dept. 412

Asphalt Roof Coatings and Cements • Caulking Compounds • Asphalt Emulsions • Tile Cement
Asphalt Paint • Wood Block Mastic • Joint Filler • Aluminum Asphalt Roof Coating



**YOU CAN'T
AFFORD
TO PASS UP
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**FACTORY PRICE
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\$250.00**



KETTLE PRICES SLASHED ALSO!
90G \$375.00—120G \$425.00—165G \$545.00—230G \$645.00

Get your order in on a New MATT FELT LAYER or KETTLE today! You'll thank us for the savings we're passing on to you. You get the same Felt Layer that sold for \$340.00—not a cheaper model. Many Roofers asked us this question. You get all the 1955 improvements—Larger Hopper—More Valves for Better Distribution—Wider Wheel Spread—Improved Valve Locking and Hold-Down—New Splash Guard . . . features and advantages that no other Felt Layer offers. MATT KETTLES TOO are the finest that money can buy.

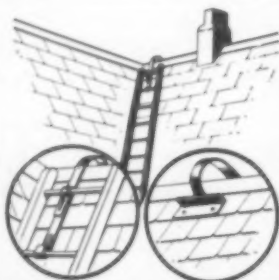
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4015 WEST LAKE STREET
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LADDER HOOKS

Has pivot that allows ladder to be placed along the valley with complete safety and convenience. Plate protects roof. Weighs only 6 lbs.



LADDER JACKS

RAIL-TYPE JACK. Use of side rails of ladder for support provides extra safety.



ONE MAN JACK. Adjusts to any pitch on either side of ladder.

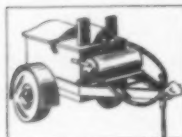
Jobs go faster . . .
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BE SURE TO WRITE for complete information on all "Trouble Saver" Scaffolding accessories.

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HEAT-HOLD KETTLES



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"HOT STUFF"
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IMPROVED MATT
PITCH PUMP

ADJUSTABLE ROOFING BRACKET



Provides safe staging at any pitch. Suited to all kinds of jobs, any type of roofing. Simple and durable.

"TROUBLE SAVER" SHINGLERS



Two sizes. "Regular" holds a 2 x 4 staging edgewise. "Wide" holds it sideways. Held by just two nails. Can be removed without raising shingle.

Pre-Harvest Repairs On Farm Granary Roofs Are Vital

Farm granaries constitute a good market for roofing jobs. Farmers should be asked to make sure their granary space will be ample for storage of this year's harvest, and that adequate protection is provided against leakage, weather, rodents, insects, and other hazards.

Whether constructing a new storage building or reconditioning one now in service, a new asphalt roof will provide protection from weather damage, and will give long, economical life.

With a wide variety of asphalt roofing available for use on farm service buildings, it is easy to select a suitable type for any structure. Nineteen-inch selvage edge roll roofing, a locked-on type of asphalt shingle, or a standard type strip shingle may be used on barns and other permanent buildings.

If the building stands in a high, exposed location, cementing down the tabs on the asphalt strip shingles with quick-setting asphalt cement is recommended. Asphalt roll roofing may be used on low, small temporary structures.

Flashing Roofs

(Continued from Page 16)

(4) water erosion and (5) drainage.

A leading roofing expert recently summed up this subject aptly: "Junctions between roofs and vertical surfaces are the most likely places for expensive leaks to start. The protection afforded by flashings is vital to long-lasting water-tightness of roofs . . . and inferior materials or installation methods can be costly".

FHA Insulation Loans

(Continued from Page 24)

130 percent in the last 10 years. A large share of this was sold directly to home-owners who installed their own insulation.

Loans for additions and alterations accounted for 14 percent of all loans insured during 1954. Loans for heating, exterior finishing, plumbing, interior finishing, and roofing together account for 46.5 percent of the money borrowed.

Announcing a **NEW** profit-maker for you!

Carey Fire-Chex

PERMA-TOPP ROOFING



Perma-Topp being applied over wood deck after removal of old roofing. The 1st ply has been applied and 2nd ply is being started.



Here, the 2nd ply is being completed.

The totally **NEW** Built-up roofing that combines **BEAUTY** with greater **TOUGHNESS** and **FIRE-SAFETY** than ever before possible!

Perma-Topp puts an end to dull, drab, built-up roofing for industrial and commercial buildings . . . makes it possible for even buildings with saw-tooth or domed roof construction to have built-up roofing that's architecturally beautiful, colorful, heat-reflective! What's more, Perma-Topp lasts longer, provides greater protection against fire, weather and corrosive fumes.

Carey Fire-Chex Perma-Topp Roofing contains a patented formulation, developed after extensive laboratory and field testing. It stays tough, resilient, even through continuous exposure to sizzling temperatures (up to 185° F.) that dry out the vital oils in ordinary roofing causing disintegration, cracking, failure. Moreover, it has the Underwriters' Laboratories, Inc. Class B rating.

Perma-Topp's slate granule surface provides colorful beauty — with heat reflective properties when the lighter colors are used. It never needs resurfacing, thus coating maintenance costs are eliminated. Perma-Topp will not "slide", is ideal for saw-tooth or dome roofs. The coupon below will bring you complete sales and specification details on Carey Fire-Chex Perma-Topp Roofing and, if you wish, the personal services of a Carey Roofing Engineer, without obligation to you.



ONLY CAREY FIRE-CHEX PERMA-TOPP ROOFING OFFERS ALL THESE ADVANTAGES:

- Beauty never available before
- Ability to withstand high temperatures
- Fire-Chex patented formulation
- Never needs coating
- Never needs resurfacing
- Will not slide
- Class B fire safety rating
- Three plies
- Easy to install
- Can be installed on hip and ridge roofs with less than 4" pitch

*For the utmost in
Fire-Safety, Fire-Chex
Perma-Topp Roofing
should be installed
with the now famous
Fire-Chex Vapor Barrier*

You can count on

Carey

diversified products for industry, farm and home since 1873

The Philip Carey Mfg. Company
Lockland, Cincinnati 15, Ohio

CLIP AND MAIL TODAY!

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Lockland, Cincinnati 15, Ohio

Dept. ARS-9

- ☐ Please send specifications and details on new **FIRE-CHEX PERMA-TOPP ROOFING**.
- ☐ Please have a Carey Industrial Engineer call.

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____



Books

Building Insulation. by Paul D. Clooe, B.S. 3rd Edition—Revised and Enlarged, contains 372 pages, 181 illustrations, 65 tables, is fully indexed, durably and handsomely bound in washable cloth to give the utmost in service. It is priced at \$5.25.

In this new edition an effort has been made to cover the subject in such a manner that it will be useful and of practical value to the architect or engineer, to the manufacturer, to the dealer, and to the consumer who may be contemplating the construction of a new house or the remodeling of an old one. The book has been brought up to date in all details.

Sheet Metal Shop Practice. by Leroy Fowler Bruce. 251 Pages, 296 illustrations, \$4.00. The experience-tested practices of an expert craftsman.

Asphalt and Allied Substances. by Herbert Abraham. 1,515 Pages, 2 Vols., \$27.00 for New Edition. A key to virtually all available knowledge on asphalts, tars and pitches. The volume has 333 illustrations, 122 tables and charts, 12,000 references and 9,000 patent citations. Included are sections on prepared roofing-asphalt shingles, built-up roofing and waterproofing.

Skylight and Room Tables. by H. Collier Smith. 134 Pages. \$1.50. This is a time-saving reference book, giving the true lengths of all bars for skylights and roof rafters of standard pitches. The author is a practical skylight man.

How to Estimate for the Building Trades. by Townsend-Dalzell-McKinney. \$6.75. 633 pages, 318 illustrations, 44 tables. A complete and practical book on the estimating of materials and labor, plus the actual practices of the various trades in handling construction details. For the estimator, contractor or builder who does not have bulging files of cost data, this book will prove to be indispensable.

Cash only—List the books you want, attach to check for the proper amount, and mail to . . .

BOOK DEPARTMENT

AMERICAN ROOFER

425 Fourth Ave., New York 16, N. Y.

What Makes Good Asphalt Roofing?

(Continued from Page 19)

and unrolled without cracking. Saturants for shingles should be harder for increased rigidity. No one saturant is best for all purposes.

Coating Asphalt Fights Weather

When the felt has been saturated, the next step is to apply a thicker, tougher, heavier asphalt to the saturated felt. This asphalt, called the "coating," has three jobs:

1. To "armor" the saturated felt with a rugged, durable, weather-resistant hide that over the years turns back weather's worst.
2. To seal the felt and the saturant from the rays of the sun that would draw the light oils out of the saturant and shorten the life of the roof.
3. To be an adhesive that keeps a "bull-dog" grip on the granules that are embedded in it and which give asphalt roofing its attractive colors.

Many improvements have been made in coating asphalt over the last twenty-five years, improvements that mean better, longer-lasting roofing. But most important has been the development of "fortifiers" or "stabilizers"—sometimes called "mineral fillers."

Mineral Stabilizers Make Balanced Coating Asphalt

Twenty-five years ago, new tires on your car were expected to give 5,000 miles of service, perhaps 10,000 miles. Today, tires are expected to last 20,000 to 30,000 miles. This is not due to better or purer rubber. The difference is in manufacturing know-how, plus more knowledge about the reinforcing materials that are added to rubber. These fortifiers plus improved know-how make the better, safer, longer-lasting tires of today.

A few years ago, white lead and linseed oil mixed on the job were supposed to make the best paint. Not so today. Research in paint, like research in rubber, proves you can make better linseed oil paints by the addition of mineral fillers.

Even a gold wedding ring isn't solid gold. By itself, gold is soft and pliable. It won't wear unless it is combined with tougher, more durable minerals.

And what's true of tires, paints, and wedding rings is also true of asphalt roofing. The best coating asphalt isn't pure asphalt either. Mineral stabilizers are added.

For years, roofing manufacturers' research laboratories have been busy checking different minerals, and studying their effect on coating asphalts.



It's tough for me to burn her skin

And for years independent research has been carried on at the National Bureau of Standards, paid for by the companies which are members of the Asphalt Roofing Industry Bureau. This research and testing shows that the addition of the right minerals to coating asphalt increases the life-span of the roofing.

The stabilizers, or fortifiers, that are used in coating asphalt, are finely ground and carefully selected and graded minerals such as limestone, slate, talc, and dolomite.

These minerals add to the life span of the roof by:

1. Making the coating asphalt tougher and more durable.
2. Permitting use of asphalt having more life-giving oils.
3. Helping to prevent cracking and checking of the asphalt by reducing expansion and contraction in the hot sun of summer and the freezing cold of winter.
4. Reducing brittleness of coating.
5. Confining the damaging rays of the sun to the surface of the coating asphalt, thereby helping to keep the heavy oils in the coating that mean longer life.

These are among the reasons why stabilized coatings mean more weatherability—why dealers and consumers of asphalt roofing can be confident of improved quality in the roofing they are buying today.

Colorful Beauty

The first thing a woman sees when she is shopping for a new dress is color.

Color experts say that only when a woman likes the color will she look at the fabric or the lines.

What's true of dresses is also true of roofing. A customer's first impression of asphalt roofing is a color impression.

When man first crawled into a cave or built his first crude hut, he didn't care about looks. All he was after was shelter. People took longer to demand good looks in roofing than in clothing, but from the start, asphalt roofing manufacturers knew they had to find a way to make asphalt roofing good looking if they were to widen the market. The answer was found in various stones crushed into small granules and pressed into the coating asphalt. Once asphalt roofing became available in colors, the sales of asphalt roofing climbed rapidly.



...or to dry out this roof

Years of research followed, but for a long time colors in asphalt roofing were a bit dull—limited to the red, black and greenish-grey of natural slate. Not until 1932 was a way found to make synthetic colored granules. The answer was found in a process similar to the making of colorful pottery and ceramic tile. Color was applied to crushed stone which then was fired in a furnace to make the color fast.

Opacity is another quality required of roofing granules. A girl at the beach rubs lotion into her skin to get a deep, eye-stopping tan, and to prevent the sun's rays from drying out the natural oils in her skin. If the sun draws out these oils, the skin dries. Ceramic granules are to asphalt roofing what sun tan lotion is to a bather. Granules keep the sun out of the asphalt. The rays cannot draw out the heavy oils and resins.

Ceramic granules have other advantages. For example, they are highly resistant to freezing, thawing, and changes in temperature, and because they won't burn, they increase the natural fire-resistance of asphalt roofing.

The research that brought about all of these improvements in products and manufacturing methods has been costly, running into millions of dollars. Millions more had been spent in advertising, publicity, and promotion programs to tell home-owners and home-buyers



Roofer Paints 4000 sq. ft.

**Storage Bin in less than 7 hours
with Alemite Versatal Equipment!**

**NEW!
high-profit
sideline
for roofers!**



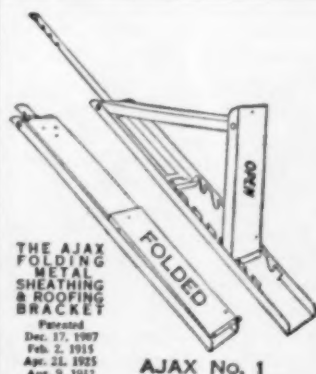
Versatal Equipment helped this contractor be low bidder on many big spraying jobs—and still make a mighty tidy profit on every one.

One painter and two helpers were all it took to coat this big storage bin in less than 7 hours. Figure the savings yourself on a job like that!

While jobs like this one are not direct roofing projects—they can be profitable sidelines if you have Alemite Versatal Equipment to help you.

Learn how you can handle and spray roofing, insulating, and painting materials direct from original containers with Alemite Versatal Equipment.

Contact your nearest Alemite Distributor today,
or write direct to Alemite, Dept. A-95,
1830 Diversey Parkway, Chicago 14, Illinois



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500 LB. CAPACITY HOIST and swinging Roof Beam now Available. Hoist **\$219.00**

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about the improvements in asphalt roofing which make roofs last longer.

All business is local. National advertising, publicity and promotion can tell the asphalt roofing story, and can help build the volume that permits a price the consumer can afford to pay, but it's the dealer who sells that story. Once you know this story, you can tell it. And once you tell it, sales of asphalt roofing will climb still higher.

Start With Roof In Selecting Colors, Expert Advises

"There used to be two main ways of color-styling a house, and they're both on the way out," says color consultant Frederic H. Rahr. "The first approach was to paint the whole house white, except the shutters, which were usually green. The alternate method was to buy six or eight vivid colors and turn the house into a rainbow.

"Color selection today is color coordination. It beats the old ways because it allows the homeowner to express his individuality without being afraid he's violating any rules of good taste."

Pick Roof Color First

Color coordination, Rahr explains, means picking an attractive roof color, then selecting colors for siding and trim to harmonize with the roofing.

"And to make coordination simpler," he adds, "more and more manufacturers of paints, asphalt roofing, asbestos siding, and other building materials are coloring their products in related tones."

Thus, Rahr says, the contractor has a virtually unlimited choice of colorful building materials with which to style his customer's house.

For example, the roofer who plans to build or remodel with a roof of blue-green asphalt shingles may select powder blue for the siding, charcoal for the eaves and window trim, and coral for the accent.

"Accent" Is Contrast

"Accent" refers to a vivid contrast color applied to a limited area, usually to the front door, and sometimes to window boxes or other details. The accent color acts as a focal point for the observer's eye.

If the roof is to be pastel green asphalt shingles, related combinations include pale green siding, dark green trim, and bright yellow accent, or



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SEE PAGE 50!

cream siding, pastel green trim, and yellow-green accent.

"Today," Rahr concludes, "many building materials are being made with 'built-in,' long-lasting colors, colors that satisfy the fussiest appetite."

Handling Pitch

(Continued from Page 16)

been economically feasible for us to maintain a separate set of kettles for asphalt and pitch. To clean the lines and kettles of pitch we use creosote, which is circulated through the lines while warm. The pitch must be heated properly, meaning not over 400 degrees Fahrenheit. We try to hold between 385 degrees Fahrenheit and 400 degrees Fahrenheit. At about 425 degrees Fahrenheit the pitch starts to give off yellow acrid fumes. These vapors are hard on the skin and on the eyes as well, plus costing extra for overuse of fuel.

Check Kettle Man

It pays to check the kettle man. Make him keep his work area uncluttered. Handling pitch at 400 degrees, he can not afford a misstep by stumbling over debris. The same kettle man should be trained in fire fighting. All Gate City Roofing Co. jobs have a COZ Fire Extinguisher at hand. The man on the kettle is shown how to operate it. Most kettle fires can be quickly smothered by cutting off the burner and scrapping the lid of the kettle. But to make sure of no mishap the extra precaution is always on hand.

Hang Lines to Drain

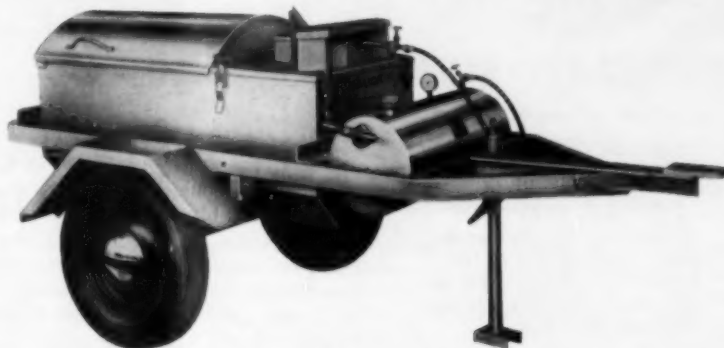
So the roof crew gets through the day. When you leave, the lines you pumped your pitch through should be hung so that they will drain. If they cannot drain, starting up the next morning, particularly when the weather is really cold can be exasperating and slow. Ten minutes spent rigging your lines to drain thoroughly and properly at the end of the day may save 60 or 90 minutes in the morning.

Now the job is done. Despite all your care, on one vertical side of the building, pitch was spilled and the brick work looks horrible. What to do? If the weather is chilly and the sun has not hit the pitch, brisk wire brushing will take most of the pitch off. This can

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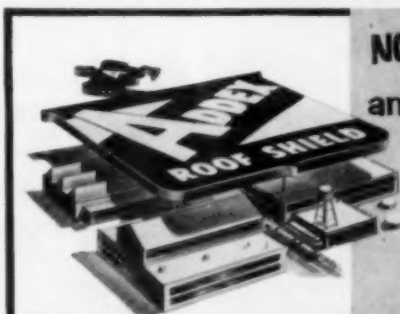
- Hauck fire-box steel firing tube.
- Hauck heavy duty heating tube system, the biggest advance since the development of the tube type kettle.
- Chassis frame improvements for faster, safer, easier mobility.
- Stack tubes insulated full vertical length against excessive temperature.
- Design features for faster melting and draw-off of material.
- Comfort, convenience, cleaning and protection features for workmen.

Speed-Master Kettles are made in standard sizes of pneumatic-tired trailer models—55, 80, 115, 165, 230 and 330 gallon capacities. Skid or leg models—40, 55, 80, 115 and 165 gallon capacities.

Write for Bulletin 1058-C

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Super Hydex chrome vanadium steel—short point.



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Low cost—short point round stained handle.

MANUFACTURING CO.
SOUTHBRIDGE
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be done also by playing the same COZ Extinguisher on the offensive area. Remember when pitch is cold it is brittle

Also chill the wire brush. Most of the pitch will come off. Do NOT try to wash off the pitch with kerosene, carbon tetrachloride, or gasoline. After getting as much of the discoloration off as possible by mechanical means use Benzene or Xylos.

Using these practices Gate City Roofing Company has had little trouble. As equipment improves we intend to keep abreast in the handling of pitch so that we can continue to have as little trouble as possible with this tricky but necessary material.

Insulated Brooder Houses Pay Own Way

Farmers should be advised to save money on a brooder house by taking the long view. Expense should be figured on the basis of the cost per year for the life of the unit, not simply as a lump sum. A well-built brooder house costing \$200 that gives 15 to 20 years of service is more economical than a cheaply constructed house that gives 6 years of service at an initial cost of \$100.



Brooder house needs durable watertight roof to protect sensitive chicks and to keep maintenance cost on the structure low.

Sound economy calls for a structure that adequately protects the poultry investment it houses. Proper insulation is a "must" for the close temperature control young chicks need, as well as for minimum fuel bills.

If a rounded arch roof is planned, bend sheathing material over laminated wood arches and cover it with heavy fire-resistant mineral-surfaced asphalt roll roofing. The same mineral serves equally well in maintenance of existing houses. Roll roofing looks best and gives greatest protection from rain and wind if it is applied by the "blind," or concealed, nailing method.

If the house has a gable roof, asphalt shingles will give long-term protection with minimum maintenance. For color

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Our metal corners for wood shingle shakes will save application time and money. This corner is made of rust-proof zinc for durability, makes a nice appearance and is weather-tight. These corners can be used on single or double course construction.



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in wood barrels and metal
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**FREE LITERATURE
SEE PAGE 6**

uniformity that enhances the appearance of the entire farmstead, shingles often are chosen in a color to match the color of the roofs on other farm buildings.

The moisture that collects from evaporation and droppings is best disposed of by ventilation. Ventilation can be systematically controlled through damper-controlled louver openings in front and rear walls. Stock wood utility sash is recommended for windows.

A portable brooder house can double as a range house. For safe moving, it should be built on two 4-by-6 skids, under 2-by-4 joists spaced 24 inches on center. The braces should be screwed to each joist.

Asbestos Siding Shields Steel Pier From Ocean Waves

Asbestos-cement siding shingles, favored by many home owners for their beauty and durability, are being put to a far more severe test on the boardwalk in Atlantic City, N. J., than they are likely to meet in ordinary residential use.

Asbestos siding recently was chosen to cover the walls of the famous Steel Pier, the largest amusement center of its kind, which juts out directly over the ocean for half a mile. Ordinary materials, subject to the harsh sea weathering of the pier and the corroding effects of salt laden air and water, would soon give out. Asbestos siding, however, is immune to wear from those causes and also is noncombustible.

Before deciding on the new dress, the pier's ownership re-sided a small sample area. After the sample had stood up successfully for three years the entire structure was given the asbestos treatment.

Because the pier is 50 feet over the ocean, ordinary methods of scaffolding could not be used in applying the asbestos siding. The problem was solved by cutting holes through the walls at floor level and pushing 4x4-inch beams through them. Planks were laid on the beams and the mechanics worked on the beams.

White siding shingles were chosen for the Steel Pier job. Roofing and siding contractors, however, can obtain asbestos siding in a wide range of beautiful colors as well as in white.



scrape 1 square every 5 minutes

On tough scraping jobs, shear off up to 12½ squares an hour with the new model Tennant Roof Scraper. Lets one man be a crew; assures you more profit on every job! Cleans 8' path—leaves smooth, level surface. Has 6 hp engine . . . self-propelling action . . . allows on-the-job cutter changes. Many exclusive features. For details write to G. H. Tennant Co.,

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Lifts 12 to 15 tons of gravel an hour.

Performs 4 jobs efficiently.

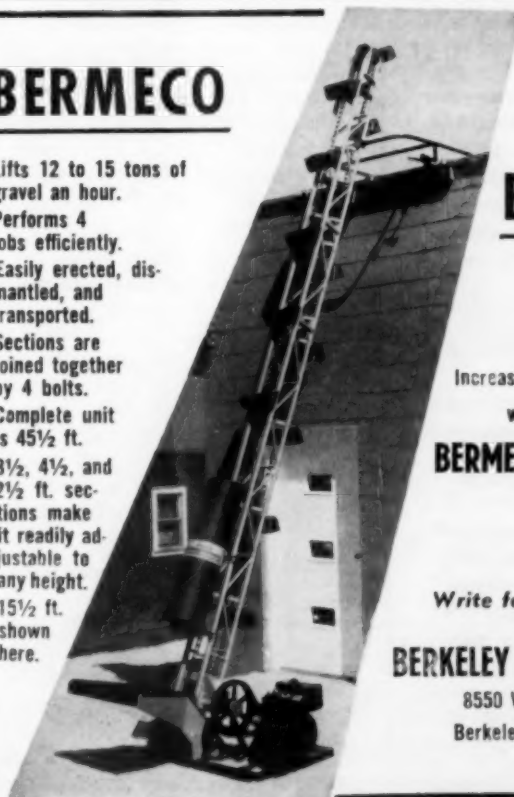
Easily erected, dismantled, and transported.

Sections are joined together by 4 bolts.

Complete unit is 45½ ft.

8½, 4½, and 2½ ft. sections make it readily adjustable to any height.

15½ ft. shown here.



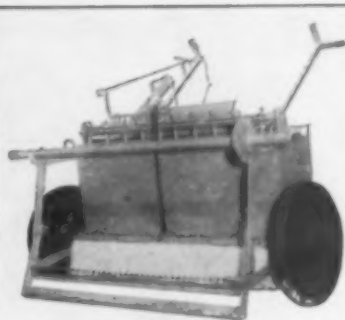
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Mineral Granules In Asphalt Shingles Prevent Roof Sunburn

Sunbathers can get protection from the hot summer sun by using skin lotions or by ducking in the shade.

But houses must bake in the sun all summer long without much relief. If it were not for the protection offered by today's building materials, they might be damaged beyond repair within the space of a few seasons.

"Built-In" Sun Filters

Asphalt shingles on the roof, for example, have their own "built-in" sun filters in the form of opaque mineral granules embedded in the asphalt. These form a protective coating and prevent the actinic rays of the sun from evaporating the oils out of the asphalt. The granules seal in the oils and lengthen the life of the shingles.

The mineral granules, moreover, give asphalt roofing its colorful beauty. They are manufactured in a wide variety of solid and blended colors, made permanent because the color pig-



If the gal is covered with sunburn lotion she won't get burned. Roofing mineral granules have a similar effect on roofs. The granules protect the roofs all summer long from "sunburn."

ments are "fired" into the granules by a process similar to ceramics.

Roofer Wins Major Job

(Continued from Page 17)

Halpern recognized the value of Mr. Tieger's expert assistance. As an experienced building operator he was fully aware of the value of preventive maintenance. On the other hand he could recognize the folly of doing "maintenance" where there was no roof left to maintain.

Tieger got the job of tearing off the entire old roof and putting on a new one. The M. Tieger Company, The Bronx, N. Y., now has the job of taking off the entire waterproofing, tearing down the whole wall, rebuilding from the roof deck up. The assignment includes repointing the front wall of the building, an area of 1,000 square feet. On the inside of the parapet wall all the waterproofing has to be done over.

Both Mr. Tieger and owner Halpern knew that in an area of New York City where there was tremendous traffic vibration, top grade materials of high tensile strength were needed.

If cracks develop in the masonry in the future, a product is needed which would successfully bridge small openings and still be flexible enough to hold

the roof coating in place—thus preserving the waterproofing construction.

For his bonding agent, Mr. Tieger chose a bitustatic cement which he felt was higher in quality than any other for this purpose.*1 He needed a bitustatic which would set up firm. With his*2 cement Mr. Tieger used a non-rotting open-mesh jute product which gives additional tensile strength to the roofing. Combined with the extra-strong bitustatic the roof would not run.

Tieger selected his roofing materials after a considerable search. He feels certain that Mr. Halpern will have the best roof under the conditions to be faced in heavily travelled metropolitan New York, that he could possibly get.

*1. Durez, a product of Metropolitan Roofing Supplies Co., Inc.

*2. Impervitex, a product of Chase Bag Company.

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Insulating Siding
October, 1955
AMERICAN ROOFER &
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\$7 Billion For New Churches Predicted In Next 10 Years

Some 70,000 churches and synagogues will be constructed or substantially altered in the United States in the next ten years at a cost of nearly six billion dollars, in the opinion of George Cline Smith, economist of F. W. Dodge Corporation.

In addition, he estimates, there will be about 12,500 parish houses, Sunday school buildings and related buildings costing about one and a quarter billion dollars. Parochial educational buildings are not included.

82,500 Projects

The combined totals are 82,500 projects costing about seven and a quarter billion dollars. Mr. Smith's prediction is based on three assumptions: That there will be no severe depression, no major war, and no major change in the value of the dollar.

Mr. Smith said all of his figures and estimates are based on F. W. Dodge Corporation's Dodge Reports of contract awards for future construction in the 37 eastern states, with an adjustment to take care of the estimated volume in the other 11 states. The Dodge figures are the only ones available to indicate the total future volume of church construction.

Georgia Convention

(Continued from Page 20)

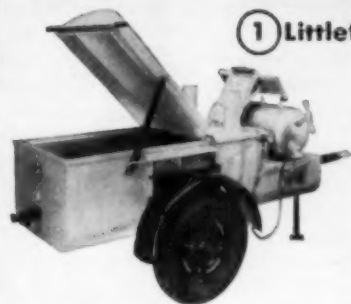
in all the necessary areas and at a thickness and density adequate to meet design specifications.

The Roofing and Siding Forum at the convention was moderated by I. Marvin Kelly, Jr. Topics discussed included: Roof deck and roof insulation problems; consumer selling; and application of sidings.

Entertainment at the convention was topped off by an extravaganza, titled, "Little Old New Orleans", which featured strolling entertainers, Apache dancing, Dixieland music and song stylists.

James H. Welch was elected president of the association for the 1955-56 term. He succeeds Leroy Still. Lancy D. Herndon and W. M. Jones, Sr. were elected vice president and treasurer, respectively. Aaron Newman was chairman of the convention.

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Check the Littleford 75 Roof Pump and other roofers' tools and accessories.



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Precision riveting completely eliminates play or wobbling between blade and handle, which is custom-designed for proper grip.

For the steadiest, cleanest, easiest cutting roofing knife, ask for R. Murphy "Stay-Sharp" Knives at your Roofing, Building Supply or Hardware Store.

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NIXALITE COMPANY OF AMERICA
115-119 W. 3rd Street, Davenport, Iowa, U.S.A.

Cedar Shingle Standards Recommended By Government

Shingle manufacturers aim for greater uniformity in grading and packing their products, according to an announcement by the Commodity Standards Division, U. S. Department of Commerce.

Initiated by the Red Cedar Shingle Bureau and concurred in by other interests in the industry, a Recommended Commercial Standard for Machine-Grooved Shakes and Rebutted Re-jointed Shingles, No. 1 grade, was widely circulated under date of February 28 for acceptance. General approval of the standard seems assured, but sufficient "acceptances" in writing must be returned to the Commodity Standards Division before publication is authorized.

The Standard forms a basis for grading re-manufactured shingles intended for use chiefly on sidewalls rather than roofs. It covers definitions and minimum requirements, including length, width, dimensional tolerances, packing, inspection, certification and

labeling. Nominal lengths are 16, 18 and 24 inches.

Copies of the Recommended Commercial Standard, TS-5255, may be obtained while the supply lasts by addressing a request to A. S. Best, Commodity Standards Division, U. S. Department of Commerce, Washington 25, D. C.

When Is It Best To Reroof A House?

Q—What is the best time of year to re-roof a house?

A—Any time the weather is clear enough to permit outside work. It should be done immediately if the roof is worn and battered, and damp spots show on the underside of the roof deck. Dampness is a sure sign of leaks which, if let go, can cause great damage to the walls and ceilings. Generally, asphalt shingles can be applied quickly and economically right over the old roofing, and will give the house long-term weathertight protection.

Price Rat-Race Avoided By Firm

(Continued from Page 21)

after his mechanics have completed their services.

Whenever a job is in progress, a large sign that features Seal-Tite at work, is put up on the premises.

Large display ads under the roofing and siding listings in the local and suburban books also bring in many calls. In order to cover a wider marketing area, Seal-Tite has branch locations in many south Jersey areas. These locations feature a display of the materials handled by this contractor. All inquiries are immediately called into the home office and a salesman is dispatched. Because of the sparse populations in some of these communities, such an arrangement is the most satisfactory.

Trained Salesmen

Most of the seven salesmen employed by Seal-Tite have risen-through-the-ranks. That is, they were former mechanics who showed an inclination towards sales and were moved up. Gallagher believes in 'upgrading' his mechanics in this fashion and as a result has developed an organization that is solidly-knit. All mechanics are regularly employed. They know that

they have a future before them and stick to their jobs.

"As far as we are concerned, we feel that a former serviceman is a better salesman than a non-serviceman," says Gallagher. "In our type of operation, we have learned that a salesman must be able to sell himself, his materials and workmanship to a customer. Selling a roofing or siding job is unlike the selling of other merchandise or products. Customers are making a substantial investment and it must give them service over an established number of years. A former mechanic can cast an expert-eye on the work to be done, talks knowingly to the customer and sells our materials and labor through his own know-how.

"A former serviceman is still a mechanic at heart. He sells the job to the customer. He doesn't talk sales. Customers are quick to size up a salesman and when they find out he was a former mechanic himself and not a born salesman, they place greater confidence in him."

All salesmen are equipped with a sales kit that includes samples of the materials installed by the firm, pictures

of jobs previously handled and an assortment of literature. The brand names of the materials handled by Seal-Tite, such as Johns-Manville, Nu-Wood, Altico, U. S. Gypsum and Celotex, are featured because this helps to build up confidence.

"When our salesman leaves a prospect, either he has a signed contract or he doesn't," says Gallagher. "Prospects have a pretty definite idea if they want us to do the job or not without consuming a lot of time. Everything is put before them and it is up to them to come to a decision. And our extremely high number of signed contracts attests to the fact that our salesmen know their jobs."

Salesmen On Their Own

Each salesman is free to conduct his own sales campaign in promoting work volume. Leads are divided between them and they follow up their own. One salesman has done a particularly good job in developing leads from institutions. As soon as a job has been completed in a certain type of institution, he makes a direct mailing to similar institutions playing up the one just completed.

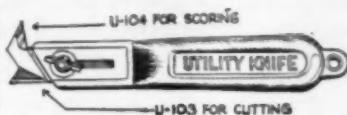
"When we renovated the interior of a local church, our salesman sent out a letter to the board of trustees of similar institutions," relates Gallagher, "and this church was visited by many of the trustees who heard about it through this letter. This resulted in our being called in on several conferences and brought in additional work."

Modern Building

Seal-Tite has a modern store and building that is located along a heavily traveled road. Contrary to the opinion of many roofers, that it doesn't matter where you are located. This contractor feels that a modern location is seen by prospects who are your customers sooner or later. The number of walk-ins is surprising and a modern showroom affords this contractor an excellent opportunity of really "showing-off" the name brand materials he handles and the pictures of jobs handled by the firm.

"As we mentioned before, anything that a contractor does to make his firm and name stand out before the public is a sales help," says Gallagher, "and our modern showroom is one of them. A showroom builds prestige and confidence that pays off with the growth of the business."

A NEW COMBINATION Matched for Perfection



For the cleanest, fastest score-cutting on your insulated siding jobs, use the Modern Utility Knife with these two new blades:

Score the mineral surface with "Fitrite" U-104 Carbide Tipped blade, turn the knife and U-103, a long blade, cuts right through the balance of the insulation.

For asbestos cement materials, just score-cut with the tough, durable U-104.

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A NEW VISE-GRIP MADE EXCLUSIVELY FOR US

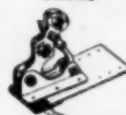


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Use it for on-the-job bending, forming, straightening and seaming.

Price \$3.55

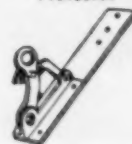
ADJUSTABLE PIPE SNOW GUARDS

"Fitrite"



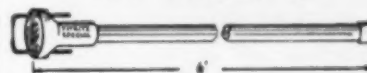
3 Pipes $\frac{3}{4}$ " I.P.S.
Bronze and Galvanized for all types of steep roofs—slate, tile, flat or corrugated metal and composition.

"Protector"



2 Pipes $\frac{1}{2}$ " I.P.S.
Bronze and Galvanized, installed on old roofs without removing slate.

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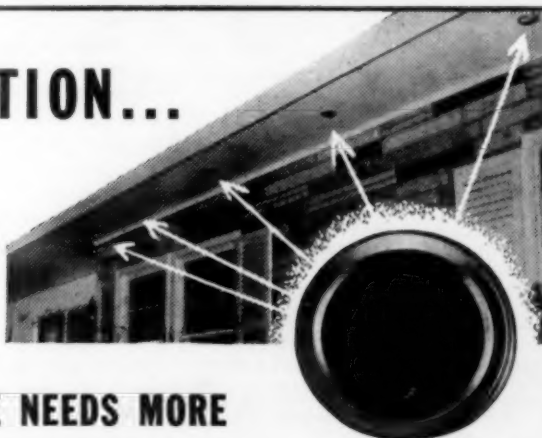


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1 in 7 Farm Houses In Midwest Resided Since '52, Poll Says

One out of every seven farm families in the middle west dressed up their old houses with new siding during the past three years, according to a survey conducted by a leading agricultural magazine.

A popular choice for this improvement, the inquiry disclosed, was asbestos-cement siding shingles. Of all the families reporting, 27 per cent said they had selected asbestos siding.

Tax Penalties

(Continued from Page 15)

a statement if the amount of the tax to be paid as a result of the repeal of sections 452 and 462 is increased. For instance, if your taxable income is increased as a result of changing over from the former permitted method of reporting prepaid income and reserves for expenses, you must file a statement showing the amount of this increase.

What Act States

The Act states that: "The taxpayer shall, on or before December 15, 1955, file a statement which shows the increase in the amount of such tax required to be paid by reason of the enactment of this Act." This statement shall be filed at the place fixed for the filing of the regular income tax return. The form shall "include such information necessary or appropriate to show the increase in the amount of the tax required to be paid for the taxable year by reason of the enactment of this Act."

Handling of Change in Tax

For purposes of the Internal Revenue Laws, the amount of the increase will be treated as though the tax was shown on the original return. This, of course, applies only insofar as the increase is due to the repeal of these two sections of the 1954 Code.

If the roofing and siding contractor files the proper statement and pays in full the increased taxes calculated on or before December 15, 1955, he will not be subject to extra interest. The law specifically says: "... then for computing interest (other than interest on overpayments) such portion shall be treated as having been paid on the last date prescribed for payment."

Here in digest form are the things your bookkeeper or accountant should

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Under this heading classified advertisements are accepted at the uniform rate of 12 cents a word, but no advertisement taken for less than 20 words with a minimum charge of \$3.00; 3 months at 10c per word per insertion. Check or Money Order must accompany copy of Classified Ad. Advertisements soliciting dealers or distributors, or new products for sale, not accepted in classified section. Address all communications to Classified Department, AMERICAN ROOFER, 425 Fourth Avenue, New York 16, N. Y.

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do to keep your business in step with the Public Law 74:

1. If your tax reporting has always been on a cash basis, forget the following because Public Law 74 does not apply to cash reporting taxpayers.
2. If you took advantage of the extra deductions permitted under sections 452 and 462 in the calculations of your 1954 income tax, you must:
 - (a) Prepare a statement showing the amount of your taxes are increased as a result of the repeal of sections 452 and 462.
 - (b) File the prepared statement and pay the difference in your taxes on or before December 15, 1955.

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